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Special Features

- **Building Business by Bettering Storage**

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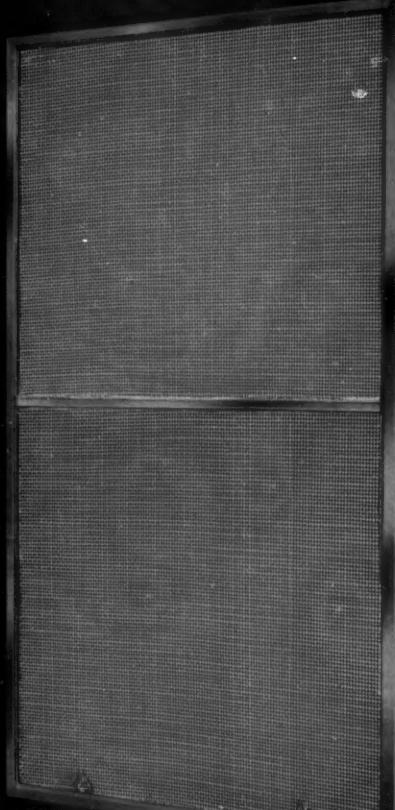
- **You're Better Off Down South, Brother!**

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Practical beauty for any type window. Dodge Screens will never rust, stain or corrode; never require painting or refinishing; stay new looking year after year.

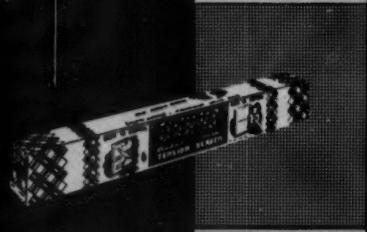
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July, 1958

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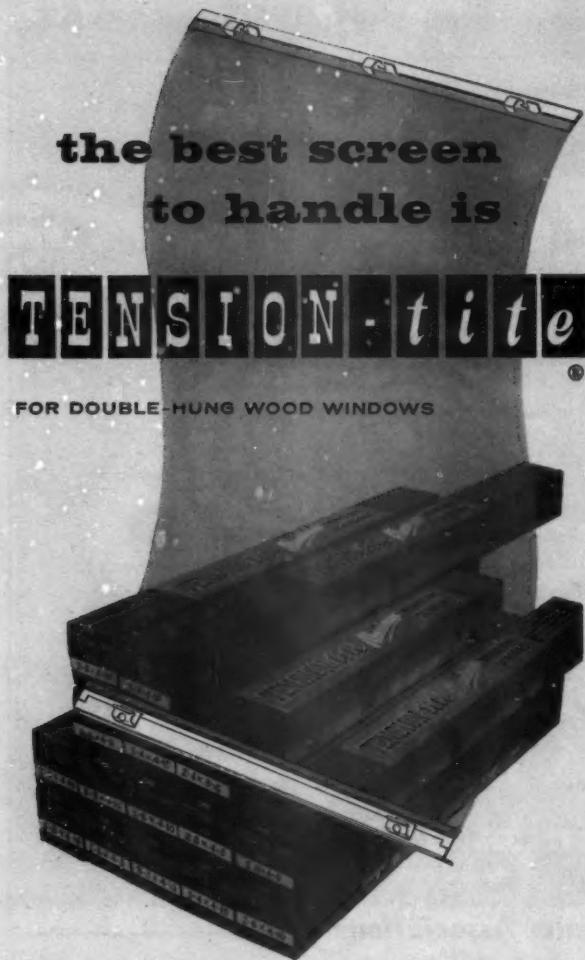
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Volume 13

No. 7

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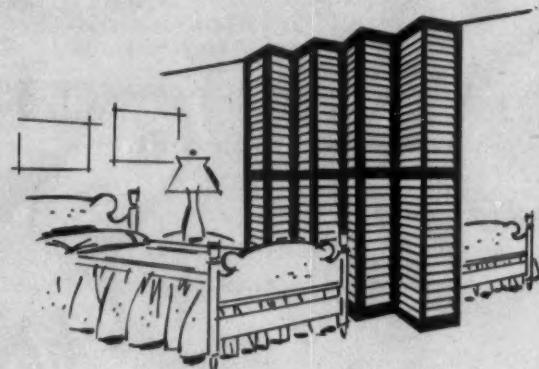
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WHAT'S NEW in Building Trends

Folding Doors Make Attractive Partitions

Folding door hardware permits the use of louver doors as room dividers or space-saving partitions, combining beauty with practicality.



This drawing shows the use of louver doors as a room divider. Eight louver doors of ponderosa pine were hinged together like a screen and suspended from a sliding track attached to the ceiling. When not in use, the screen folds back against the wall.

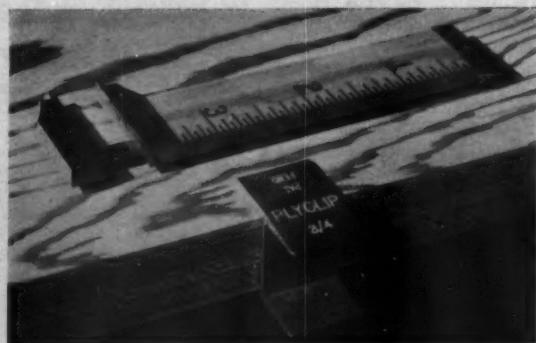
In addition to affording privacy, the louvers allow free circulation of air.

The clear ponderosa pine of the louvers is easy to paint or stain.

Similar screens are ideal between dining area and living room, laundry and basement playroom, or as interior doors wherever free circulation of air is desirable.

Stiffens Plywood Roof-Deck Joints

A low-cost aluminum alloy clip stiffens unsupported panel edges between purlins or beams in a plywood roof deck. This simple fastening device operates at a fraction of the cost of conventional 2x4 blocking.



For additional information please write

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It was developed by the Plywood Research Foundation, the product development agency for the Douglas Fir Plywood Assn., Dept. SBS, Tacoma 2, Wash.

The "H" shaped PlyClip is designed to slip over plywood panel edges at midspan between rafters or purlins. The clip stiffens the joint between two adjacent panels by transferring the concentrated load near the panel edge to the adjacent panel. It will double the load a panel can bear within any given limits of deflection.

As an adequate substitute for 2x4 blocking, the clips cut expense considerably for the builders. This elimination of blocking also provides a cleaner surface in the ceiling of the building. The clean surface simplifies construction procedures with various kinds of roof supports, such as nailable steel bar joists.

The introduction of these stiffening clips, with their ease of installation and their economical value, should increase plywood sales as a possible solution to a sheathing problem. Before, the sale of plywood often was blocked by the necessity for stiffening unsupported edges between primary supports in a plywood roof decking job.

PlyClips are about 1" long and $\frac{1}{4}$ " wide. Webs correspond to the plywood thickness. Flanges are tapered and rounded at the edges to ease placement on the panel edge. Available in sizes suitable for five plywood thicknesses, PlyClips retail for no more than 3 $\frac{1}{2}$ cents each. They come packaged 500 to a box with four boxes in a package.

Moisture Barrier Protects Floors



The installation of strip hardwood floors over concrete foundations without use of wood subflooring is now made possible and practical through a moisture-barrier method developed by the National Oak Flooring Manufacturers Assn., Dept. SBS, 814 Sterick Building, Memphis 3, Tenn. This reportedly low-cost method of protecting floors against moisture infiltration from concrete slab foundations is described in a folder entitled "How to Install Hardwood Strip Floors Over Concrete."

After the concrete slab has thoroughly dried, it is swept clean and primed with asphalt primer. Hot asphalt mastic is coated over the primer. Then a layer of 15-pound asphalt-saturated felt, with joints butted, is embedded in the mastic. Another coat of mastic is applied after the wrinkles in the felt have been smoothed out.

Wood screeds are anchored to the concrete slab with the additional asphalt mastic on top of the moisture barrier. The flooring is then nailed to these wood screeds.

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Metal

FULL JAMB WEATHERSTRIP and BALANCE

No. 650

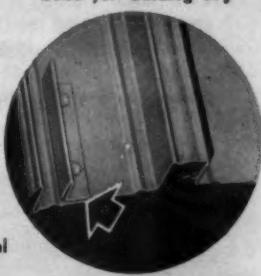


Here is full jamb coverage mitered on 14° sill pitch. A flexible base gives continuous air seal, self-adjusting to conform to sash contraction and expansion.

Cushion flanges provide tension adjustment.

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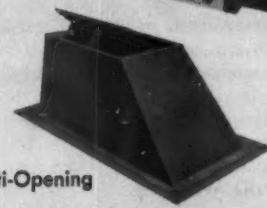
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THE OUTLOOK from WASHINGTON

RECESSION HAS SUNK to almost bottom. That's what the latest available business statistics imply. And this isn't only the official White House line, designed to boost confidence. A majority of economists are swinging around to this view. To be sure, some series still have a way to go before they are done readjusting. But many important ones are near or at their turning points. It won't be long before general recovery begins.

The plus signs that have recently appeared include: A leveling in new orders being booked by manufacturing firms; a pick-up in home-building, aided by easier terms and credit; stabilizing factory output, as inventory liquidation abates; steel keeps climbing steadily, except for vacation shutdowns; rising freight carloadings of coal, ores, and manufactures; firmness in purchasing power, which has held up remarkably. This last item may be the most significant.

CONSTRUCTION WILL prop business during the rest of 1958. In dollar volume, work put in place may not reach the industry's optimistic hopes. But it seems likely to total \$48 billion — 2% to 3% over last year; that would make it one of the few lines that is running ahead. Easier credit and home-buying terms, plus the expanding highway program, will keep building high. Office and commercial building exceeds expectations.

CONSUMER INCOME stability in the face of steep dips in output and jobs is the fact most responsible for the new size-up of business prospects. These days, the consumer is the key to the outlook. With rising government spending only offsetting shrinking plant investment, he is the one who can tip the balance toward either recovery or more slide. With incomes down less than 2%, sales have stayed high, too — off only 1%. So don't blame consumers for the slide.

Folks have shifted buying patterns over the past year. Soft goods are up 3% over last year — mainly food and drugs. Services are up 5% . . . a continuation of a long-term trend. Durables have caused all the trouble — down by about 10%. This is where the cuts in jobs and production have centered.

In the absence of broad tax cuts, income isn't going to spurt. It will probably level out by fall. But if income — and thus spending — continues at current levels, businessmen will have to step up their buying to rebuild inventory. That will lead to a slowly rising level of factory production and jobs.

RECOVERY WILL BE slow — fairly long-drawn out. Even the most optimistic of the President's advisers will grant this point. As noted, consumer outlays will rise only slowly — on slowly rising income. U. S. government outlays will also expand just moderately for several months; it takes more than a year to turn orders for hardware into actual spending. And business expenditures for new plants will keep declining well into 1959.

To obtain a more detailed picture of what may lie ahead, here's the outlook of a dozen leading economists — half from industry, half from government: This summer may see the beginnings of upward movement, partly masked by vacations. Total output may rise $\frac{1}{2}\%$ to 1% over-all. This fall, the rise will be more apparent, up another 1%. Next winter will see recovery extended with a rise of $1\frac{1}{2}\%$. The experts look for further slow, steady gains during 1959.

NO BALANCED BUDGET until fiscal 1961 — if then. That's the conclusion the experts reach after projecting trends now clear. The recession is cutting tax receipts deeply — not so much personal income collections, as revenue from corporations. (Every \$2 drop in profits means a \$1 drop in revenue.) Anti-recession spending is upsetting balance, too.

This includes extended jobless benefits, mortgage buying, and public works.

So some substantial deficits lie ahead. For fiscal 1959, the red ink may well total \$8-\$10 billion. For 1960, the deficit will be \$3-\$4 billion smaller, as business improves. By 1961, spending will taper and receipts will rise enough for balance.

EISENHOWER MAY PLAY a big role in the coming campaign for Congress. He's angry at the way his program has been mauled, stalled, or shoved aside. He is especially riled at Democrats for what he considers "playing politics" with the recession — trying to put over spending schemes as emergency bills.

Specifically, what Ike may do is stump against the Democrats, blaming them for delay on key bills and for risking inflation. And he will go all out to back up his Republican supporters.

IKE'S INTERVENTION may help GOP congressmen — but not enough to give them control of either house — or even to add to the seats now held. What Eisenhower may succeed in doing is head off some of the losses looming as a result of recession and the off-year tide which always favors "outs."

Here's the way political analysts now size things up: In the House, Democrats will keep a 30-seat edge, the experts believe, and they may very well add substantially to this. In the Senate, they'll win three or four GOP seats at the minimum, but possibly double this. Such stalwarts as Smith, Knowland, Jenner, Ives and Martin are quitting, leaving wide-open races.

UNION WAGE HIKES are still big this year, despite the wet blanket the recession has put on labor's belligerency. Surveys of contract settlements show increases averaging only slightly less than at this time in 1957. For all industry, the typical gain runs around 9.5c an hour — only 1c an hour below the comparable period of 1957.

TOP NEWS

For Dealers, Wholesalers and Manufacturers

Smith of SBS Becomes Top Officer of NBP

Richard P. Smith, president and treasurer of W. R. C. Smith Publishing Co. of Atlanta, publishers of SOUTHERN BUILDING SUPPLIES, has been elected chairman of National Business Publications, Inc.

NBP is a national business press organization representing 205 American and Canadian publishers of technical, professional, scientific, industrial, merchandising, and marketing magazines. It defines its objective as being the advancement and improvement of the business press.

A graduate of Virginia Military Institute, Smith joined the company, owned by his father, in 1934. During World War II, he served in Gen. Lucius Clay's group control council in Germany, and left the Army as a lieutenant-colonel.

Five of six W. R. C. Smith publications, including *S-B-S*, circu-



late in 19 Southern states. One — *Textile Industries* — is international in its circulation.

NLMA Aims \$1-Million For Lumber Promotion

The National Lumber Manufacturers Assn. has announced a nationwide wood promotion campaign for spurring sale of lumber and wood products over competing products in the building industry.

Cost of the project will be \$1-million or more annually. The national promotion effort will be financed by dues payments of 10 cents per thousand board feet of lumber shipped by members of the federated associations. Funding will begin August 1, based on June shipments.

Advertising in leading trade magazines and top opinion-molding publications will account for a substantial portion of the funds to be expended. Direct mail promotion also has been scheduled.

Other phases of the program will involve an educational campaign on development of building codes; fire insurance rates and related regulations; stepped-up public re-

lations activities in preparation of text books, films, trade and product publicity; a special effort to encourage students to follow careers in the technical sciences related to the use of wood; and publicity and promotions stressing wood's role in agriculture.

G-P Builds Plywood, Lumber Mills in Ore.

The Georgia-Pacific Corp. has started construction of a new whole-log type gang mill at its Toledo, Ore., lumber division. The mill will employ 28 men on one shift, producing 80,000 board feet of lumber a day.

Georgia-Pacific also will construct a plywood mill at Coos Bay, Ore. This new mill will employ 260 people. It will produce a capacity of 90 million square feet annually.

These new mills will bring G-P's plants to a total of 22, operated in nine states in the West, South,

and Northeast, and employing some 8,000 people.

Kans., Del. Lead South in Building Contracts

Eight of 17 Southern states came up with substantial gains in construction contracts for the first four months of 1958, as compared to the like period in 1957, according to the F. W. Dodge Corp.

While highest gains were reported for Kansas, Delaware, and Alabama, states with the biggest drops were reportedly Mississippi and Kentucky.

Dodge specified the "gainers" as Alabama, up 21%; Delaware, 34%; Georgia, 7%; Kansas, 38%; Missouri, 13%; Oklahoma, 14%; South Carolina, 20%; and Tennessee, 4%.

Falling below the '57 construction contract level, the agency said, were Arkansas, down 3%; District of Columbia, 5%; Kentucky, 35%; Louisiana, 21%; Mississippi, 37%; Maryland, 7%; North Carolina, 5%; Virginia, 25%; and West Virginia, 25%.

4 States Vie for First in Tree Farm Contest

Alabama is out to capture the national lead in standings of the industry-operated American Tree Farm system. A formal "challenge" has been issued to Georgia, Mississippi, and Florida.

Georgia, now ranking second behind Florida in the number of certified acres in the Tree Farm Program, accepted and issued a challenge of its own to Florida for first place. Mississippi leads in the number of Tree Farms.

The Tree Farm Program is designed to encourage good forest management on privately owned woodlands. Land-owners who have done outstanding jobs of forest management are honored with membership in the Tree Farm System.

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For interior uses the small, tight knots and light color of Engelmann Spruce provide a wood for interesting paneling and interior finish. It is *carefully dried*, assuring more accurate sizing and improved woodworking qualities, insuring lower maintenance costs.



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Each set of building plans includes blueprints for the following:

Barn, Cattle Feeding, No. 239; Brooder House, Farm Size, No. 277; Calf Brooder, Portable Pen, No. 615; Car Port and Utility Room, No. 601; Creep Feeder for Calves, No. 618; Curing House, Sweet Potato, No. 341; Dryer, Seed and Grain, No. 325; Farrowing House, Portable, No. 280; Feed Trough, Cattle, No. 614; Garage, Double, No. 414; Grain Bin, Cylindrical, Galvanized Steel, No. 324; Laying House, Poultry, No. 270; Machinery Shed and Shop, No. 417; Oxygen and Acetylene Cylinder Truck for Shop, No. 810; Range Shelter, Portable Poultry, No. 278; Shed, Cattle Feeding, No. 630; Steel Clad Details, No. 0301; Table for Flame-Cutting, No. 611; Wall Rack for Supplies of Steel, No. 613.

Mr. Dealer! Fill in this memo and keep it handy until your salesman calls!

I must remember to check my stock and order the following top-quality USS Steel Products:

Quantity

Tennessee V-Drain Roofing	Proved on more southern farm buildings than any other brand!
American Fence	Guaranteed by the manufacturer; you can sell it without fear of complaints.
Ranger Barbed Wire	New! Has 20% more tensile strength than ordinary barbed wire. Costs less, too!
USS Gritite Staples	True nail points and flat heads. More per pound.
TCI Nails	Top-quality steel. Staples and nails packed in fiberboard caddy. 100# net.
USS Poultry Netting	Heavy galvanized, true gauge wire. Stays flat. 1 and 2 1/2 inch mesh.



**Tennessee Coal & Iron
Division of
United States Steel**

**Advertising Department
Tennessee Coal & Iron Division
United States Steel Corp.
Box 599, Fairfield, Alabama**

Gentlemen:

Please send me the FREE promotional material I have checked below. I understand that my order will be filled in order of its receipt and while supplies last.

- Please send me _____ sets of building plans.
- Please send me _____ TCI Farmer counter cards and _____ TCI Farmer window signs.
- Please send me a supply of *Farmers and Ranchers Handbook* imprinted with my store name and address as follows:

Name _____
Address _____
City _____ State _____

Texas Transite Pipe Plant Opening Marks Century for Johns-Manville

The Johns-Manville Corporation has opened what is claimed to be the country's first continuous-process asbestos-cement pipe plant at Denison, Texas.

The plant will serve areas in the Southwest with pressure pipes for municipal and private water systems, irrigation and industrial pipe lines, sewer and building pipe, gas and plumbing vents, air and telephone ducts, and electrical conduit.

The new Transite asbestos-cement pipe plant is one of eight new Johns-Manville factories being brought into production in the United States and Canada during 1958 — the company's 100th anniversary year.

Situated on a 469-acre site on the banks of the Red River, it puts to industrial use land formerly restricted to farming and pecan growing.

The Denison plant consists of five one-story buildings of steel, concrete, and corrugated Transite. It occupies four acres and 186,000 square feet of manufacturing and warehousing floor space. The buildings have built-in corrugated translucent sections, permitting daylight operations inside the plant.

All production equipment and process layout were designed by the Johns-Manville general engineering department and utilize the latest production techniques.

The continuous-process pipe machine includes a double press arrangement which allows formation of pipe at two alternating stations to which pipe mandrels are magazine-fed automatically. Complementing the rapid-electronic-controlled operation of the continuous-process pipe machine is a completely automatic system of moving raw materials in bulk through a system of conveyors, chutes and pneumatic conveying pipes. An electronic control device automatically weighs, conveys and mixes all raw materials and serves them to the continuous-process pipe machine allowing uninterrupted operation.

Johns-Manville first introduced Transite asbestos-cement in 1904, in flat sheets. In 1921 it was fabricated in corrugated form, and in 1929 it was produced in tubular or cylindrical shape.

Principal ingredients used in the manufacture of the product are asbestos fibers, cement, and silica. These corrosion-resistant materials are consolidated under tremendous pressure to form a pipe wall of dense, uniform, homogeneous structure. After formation, the pipe is subjected to high-pressure steam, a curing process that adds to the stability and structural integrity of the pipe, making it unusually resistant to corrosive attack throughout its entire structure.

The firm's pipe division, functioning virtually as a separate company in manufacturing, merchandising and distributing its Transite asbestos-cement pipe products, will operate the Denison plant. Other J-M pipe plants are operated by the division at Manville, N. J.; Marrero, La.; Stockton, Calif.; Watson, Calif.; and Waukegan, Ill. Another Transite pipe plant is operated by the Canadian Products Division of Johns-Manville at Toronto, Ont.

Reynolds Metals Moves Sales Office to Richmond

Sales headquarters for Reynolds Metals Co. has moved from Louisville, Ky., to Richmond, Va.

All of the aluminum company's headquarters functions — manufacturing, marketing, advertising, research, and corporate groups — are now located in Richmond. Headed by David P. Reynolds, executive vice-president for sales, over 400 sales employees were involved in the mass transfer.

Unaffected by the move are seven Reynolds aluminum fabricating plants in Louisville.

Rotating House Shown at Los Angeles Home Show

A novel model house of glass and aluminum that turns to follow or escape the sun was exhibited at the Los Angeles Home Show, June 12-22.

A turntable permits occupants of the house to rotate it in a 360-

degree circle either to enjoy or hide from the sun.

The cone-shaped house has a multi-colored aluminum roof 15½ feet above the ground from which extend eight triangular sections that anchor to a circular base. The glass walls open outward and fit snugly into the V-shaped grooves formed by the roof.

The house has three bedrooms, kitchen, and dinette.

Dallas Office to Serve Weyerhaeuser in South



Hunter



Lynch

The Weyerhaeuser Sales Co. opened district sales offices at Dallas, Texas, July 1, to provide faster service to retail lumber dealers in five Southern states. Company offices at New Orleans have been closed, since the Dallas office can provide high speed communication with West Coast and inland mills, and can serve dealers by faster processing of both inquiries and orders.

Dallas headquarters will serve Texas, Oklahoma, Arkansas, Mississippi, and Louisiana.

R. F. Hunter, from St. Paul, Minn., offices, will manage sales in Texas. Born and educated in Missouri, Hunter worked in Southern sawmills and traveled Oklahoma and Ohio for Weyerhaeuser.

G. V. Fredrickson, manager of the Southern district, with headquarters in Dallas, continues in that capacity.

T. P. Lynch, long in charge of New Orleans operations, has moved to Dallas as manager of service and claims. Jack E. Nance, former district sales representative at Grand Island, Neb., moves to Dallas in charge of order processing.

The new Dallas office will operate as a branch of the company's central division sales department, headed by Division Sales Manager A. J. Daley at St. Paul.

Serving
the southern dealer...

**Donley OPENS NEW
BIRMINGHAM WAREHOUSE FOR
METAL BUILDING PRODUCTS**

The Donley Brothers Company — manufacturers of quality building products for more than a half-century — announces the opening of a new Warehouse and Branch Office in Birmingham, Alabama, to provide its southern customers with better service. Located in the heart of the South, the warehouse will offer Donley Dealers and their customers faster deliveries and . . . most important . . . lower shipping costs.

metal
products
for
building

Donley

THE DONLEY BROTHERS COMPANY

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Send for your
Donley Catalog

NOW!



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Please send me your Donley Catalog of Metal Products for Building.

I am specifically interested in the following:

<input type="checkbox"/> Attic Ventilators	<input type="checkbox"/> Foundation Ventilators
<input type="checkbox"/> Basement Windows	<input type="checkbox"/> Incinerators
<input type="checkbox"/> Cast Iron Doors	<input type="checkbox"/> Manhole Rings & Covers
<input type="checkbox"/> Crawl Space Doors	<input type="checkbox"/> Sewer Pipe Strainers
<input type="checkbox"/> Fireplace Dampers	<input type="checkbox"/> Steel Fireplaces

Other _____

NAME _____

COMPANY _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

7544-DB



NOW...
YOUR ANSWER TO
CEILING CRACKS

THE EBY SYSTEM OF LATHING. Instead of staggering end joints of gypsum lath, longitudinal joints are staggered. Keycorner lath is applied to the continuous joints at 4 ft. intervals. Then, through the center of the room, one strip of 1" x 20 ga. Keymesh, 36" wide, is applied. This adds extra reinforcement where it's needed and assures full thickness of plaster.

"I guarantee NO PLASTER CRACKS in ceilings lathed with KEYMESH and KEYCORNER"

**PROMISES WILLIAM E. EBY, CHICAGO
LATHING CONTRACTOR**

Everybody wants crack-free ceilings. That's why Bill Eby's guarantee is so important to you. "Believe me, I wouldn't make such a guarantee unless I'm sure," emphasizes Eby. "This lathing system will give you crack-free ceilings every time. And anybody can use this system. It's no Eby patent."

"I searched for years for a better lathing system. I tested and rejected any number of systems and reinforcements," Eby points out. "Now after three years of using this new lathing system with Keymesh and Keycorner, I know I'm right."

"Here's another fact that may surprise you. Builders

are switching back to lath and plaster for one big reason—savings. New application systems and modern colored plaster add up to a low-cost buy. You save the costs of paint and painting. Above this, lower maintenance costs and increased fire safety make lath and plaster a top value.

"Absolutely no ceiling cracks with this lathing system. You get added life from plaster. Upkeep costs are slashed. Yet Keymesh and Keycorner let me hold costs in line."

* * *

It will pay you to learn all the facts about the Eby system of lathing with Keymesh and Keycorner and why he can make this guarantee of a crack-free ceiling.



Eby (left) inspects application of Keycorner, used to reinforce joints. Keycorner is also used at all wall and corner junctures.



Plaster is applied over reinforced ceiling. The open mesh of both Keymesh and Keycorner assures imbedment in plaster. The open mesh also insures full bond of plaster with gypsum lath.

**KEystone STEEL & WIRE COMPANY
PEORIA 7, ILLINOIS**

Keycorner • Keymesh • Keywall • Keybead • Nails • Welded Wire Fabric

DEALERS:

The Eby story shows why Keymesh and Keycorner are high-turnover items. Strong advertising support like this in all leading building and architectural publications gives a powerful pre-sell to these fast-moving Keystone products.

Congress Urged to Cut Urban Renewal Funds

U. S. Chamber of Commerce spokesman Robert Gerholz of Flint, Mich., has urged the housing subcommittee of the Senate Banking and Currency Committee that federal grants for urban renewal be limited to the \$200-million asked by the Administration, and that the federal government gradually reduce its urban programs to encourage greater state and local responsibility.

The Chamber maintains that federal funds for urban renewal are piling up faster than cities can spend them.

If requests for still more federal funds are granted, the Chamber pointed out, the urban renewal capital grant fund could reach \$6.3-billion within 10 years, in contrast to the current \$1.35-billion ceiling.

The Chamber pointed out that the build-up of huge urban renewal funds would have serious impact on future federal budgets.

Gerholz stressed that while many of these programs are badly needed, they are basically the responsibility of the states and local communities, and not of the federal government.

Gerholz said the wisest contribution the federal government could make would be to reduce national spending and so permit federal tax reforms which would increase state and local tax resources. This, he indicated, would make the states and communities better able to pay for their own public works programs.

NLMA Reports 12% Fall in Lumber Production

The national lumber output in April was three per cent above March 1958, but 12 per cent below April 1957, according to the National Lumber Manufacturers Assn.

National production of lumber totaled 2,590,000,000 board feet during April 1958. This year's April production included 2,132,000,000 board feet of softwood lumber and 458,000,000 board feet of hardwood lumber.

For the first four months of 1958, an estimated national production of 9,901,000,000 board feet of lumber was 10 per cent below the similar 1957 period. Shipments

of lumber and new orders received were seven per cent and nine percent lower, respectively, than in the corresponding first four months of last year.

Join Acoustical Assn.

The Acoustical Materials Assn. elected to membership three firms at its recent 25th annual meeting in Chicago, Ill., according to Wallace Waterfall, executive secretary.

The new members elected are the Gustin-Bacon Manufacturing Co., Kansas City, Mo. and Kansas City, Kan.; Kaiser Gypsum Co., Inc., Antioch, Calif.; and Elof Hansson, Inc., New York, N. Y.

AMA is composed of 16 manufacturers producing about 90 per cent of the nation's acoustical materials used for noise abating and interior decorating in homes, and in commercial, industrial, municipal and religious buildings.

Armstrong Redesigns Field Men's Duties

The building products division of the Armstrong Cork Co. has realigned its field sales organization in an effort to provide more concentrated service both to architects and lumber dealers, according to J. V. Jones, general sales manager of the division.

One group of men from the building products division will help architects and roofing and acoustical contractors solve acoustical problems and improve applications of acoustical ceiling materials.

Another group of salesmen will concentrate on cooperating with wholesale distributors to serve building material dealers. They will assist in merchandising and selling programs built around the Armstrong line of lumber dealer products.

New field men assigned as lumber dealer specialists in the South and Southwest are: William E. Balfrey, Houston, Tex.; John G. Landis, Charlotte, N. C.; and Theodore W. Stevens, Kansas City, Mo.

James J. Metcalf Jr., Roanoke, Va., has been assigned as a field salesman for the general line of Armstrong Building Products.

R. W. Sterrett Heads New Zonolite Division

The Zonolite Co., miner and manufacturer of vermiculite insulation and lightweight aggregates, has formed an expanded products division under the direction of R. W. Sterrett, vice-president and general manager.

Several promotions and re-assignments were concurrently announced with the formation of the new division.

R. L. Upchurch, formerly district manager at Dearborn, Mich., has been promoted to sales manager, insulation products.

C. R. Babb has been re-assigned to handle the company's concrete sales in the South, as well as the roof deck applicator program. He will continue as manager of the Central region, with headquarters in St. Louis.

New district managers in the South and Southwest, promoted from the Zonolite sales force, are: J. R. McLeod, Birmingham, Ala.; W. G. Gray, Nashville, Tenn.; G. R. Taylor, Little Rock, Ark.; J. A. Weaver, Oklahoma City, Okla.; L. A. White, Atlanta, Ga.; and D. M. Stewart, Wilder, Ky., and Cincinnati.

H. K. Sterrett is manager of Zonolite's Southern region, which operates plants in Atlanta, Birmingham, Nashville, Tampa, Jacksonville, and Boca Raton.

Movie Star Receives Woodmaster Award

The National Lumber Manufacturers Assn. has named screen star George Montgomery as "Woodmaster of the Year," an award honoring public figures who demonstrate outstanding skill and interest in working with wood.

Montgomery was chosen for the honor because of his achievements as an architect, designer, furniture manufacturer, and advanced Do-It-Yourselfer. He designed and built his home in Beverly Hills, Calif., and most of the furniture. He also designs Early American and modern furniture produced in a factory he operates in the San Fernando Valley.

He was presented with the first "Woodmaster" award, a clock fabricated of several different hardwood and softwood species, at a recent four-day meeting of the NLMA in Santa Barbara, Calif.

Sell Fry Guaranteed Quality...

you'll make
more money
by giving your
customers
more for theirs!

Good sound businesses have always been built around quality products. The roofing business is no exception. When a man builds a home, he expects his roof to last *at least* the length of the mortgage. When he's sold an inferior product—a product weakened by the art of substitution—the reputation of the company that sold that product is severely damaged . . . and its growth possibilities suffer. But, when you sell him Fry 3-D Shado-Bilt, 290 lb. asphalt shingles, you *make more money* . . . you give him a roof with *guaranteed quality built right in . . . for 20 full years!* A better looking, more massive roof that's actually the *least expensive* he can buy . . . *year for year!* You've made more money on an easy sale, and you've made a friend for life. That's how sound businesses are built!

New FRY 3-D looks better, sells better, lasts longer! Natural slate dark colored top strip shows "through" the tab cutouts making the 290 lb. shingles look even 3 times thicker. Roof has a wonderful massive appearance not found in others. Available in 13 gorgeous colors.



It's just good business to sell

**FRY 3-D 290 LB. ASPHALT SHINGLES
WITH A**

**20-YEAR
BOND**

try it and see!

LLOYD A. FRY ROOFING COMPANY

World's largest manufacturer of asphalt roofing and allied products—

19 roofing plants strategically located coast to coast

GENERAL OFFICES: 5818 Archer Road, Summit (Argo P.O.), Illinois

FOR COMPLETE LIST OF FRY DISTRIBUTORS SEE FOLLOWING 3 PAGES





A quality roof for every type and style of building

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Reynolds Aluminum Sply. Co.
Stratton & Terstegge Co., Inc.

HUNTSVILLE
J. E. Sandlin Hardware Co.
SELMA

Tissier Hardware Co., Inc.

TROY
Henderson, Black & Greene,
Inc.

TUSCALOOSA
Fletcher Supply Company, Inc.

ARIZONA

PHOENIX
Mailco Distributors
Momsen-Dunnegan-Ryan Co.
Southwest Co-operative
Wholesale

ARKANSAS

FT. SMITH
International Paper Co.,
Long Bell Div.
LITTLE ROCK
The Arkmo Lumber Co.
Three States Supply Co.

CALIFORNIA

CHICO
Zellerbach Paper Co.

EL CENTRO
Imperial Hardware Co., Inc.
Western Metal Supply Co.

EMERYVILLE
Zellerbach Paper Co.

EUREKA
Nilsen Company
Zellerbach Paper Co.

FRESNO
Building Material Distributors
Zellerbach Paper Co.

LOS ANGELES
Ford Wholesale Co.
The R.-J.-M. Company
Reliable Steel Supply Co.
Union Hardware & Metal Co.

ONTARIO
General Supply Company

PASADENA
Ford Wholesale Company

REDDING
Zellerbach Paper Company

SACRAMENTO
Building Material Distributors
Zellerbach Paper Company

SAN BERNARDINO
Arrowhead Lumber Company

SAN DIEGO
Western Metal Supply Co.

SAN FRANCISCO
Dunham, Carrigan & Hayden
Co.

Zellerbach Paper Company

SAN JOSE
Building Material Distributors
Zellerbach Paper Company

SANTA ANA
Jasco Materials Co.

SANTA BARBARA
Haley Wholesale Company

SANTA ROSA
PBM of Santa Rosa

STOCKTON
Building Material Distributors
Zellerbach Paper Company

UKIAH
Ukiah Wholesale Building
Materials

COLORADO

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C. A. Costa, Inc.
Lumber Yard Supply Company
Rocky Mountain Supply Co.

GRAND JUNCTION
Biggs-Kurtz Company
Salt Lake Hardware Co.

PUEBLO
Holmes Hardware Company

CONNECTICUT

BRIDGEPORT
Allied Building Materials
Co., Inc.

DARIEN
Middlesex Distributors, Inc.

HARTFORD
Herrick Company

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The Connecticut Wholesale
Supply Co., Inc.

DIST. OF COLUMBIA

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May Hardware Co.
Tri-State Bldg. Supply Co., Inc.

FLORIDA

FT. MYERS
Booker & Company
Gennar Bros. Co. of Florida

GAINESVILLE
Baird Hardware Company
Stringfellow Supply Company

JACKSONVILLE
Atlantic Wholesale Building
Materials

Export-Import Corporation
Florida Hardware Co.
G. Fetter Puttuff Co., Inc.

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National Builders Supply
Reynolds Aluminum Sply. Co.

ORLANDO
Blackton, Inc.
Booker & Company

PANAMA CITY
Panama Machinery and
Supply Co.

TAMPA
Booker & Company, Inc.
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I. W. Phillips & Company

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King Hardware Co.
Peaslee-Gaulbert Corp.
Reynolds Aluminum Sply. Co.

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COLUMBUS
Southern Building Materials
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Lott Builders Supply Co.

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Ohio Valley Hardware Co., Inc.

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McMillen Feed Mills
(Div. of Central Soya Co.,
Inc.)

Roderer Distributing Co., Inc.

FRANCESVILLE
J-V Wholesale Supply Co., Inc.

INDIANAPOLIS
Tanner and Company

SOUTH BEND
Van Camp Hardware & Iron Co.

IOWA

COUNCIL BLUFFS
Central States Steel, Inc.

DAVENPORT
Central States Steel, Inc.

DES MOINES
Brown-Camp Hardware Co.
Green Bay Supply Company

KANSAS

GREAT BEND
Wedell, Inc.

HAYS
Wedell, Inc.

KANSAS CITY
Sweet Wholesale Distributors,
Inc.

TOPEKA
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KENTUCKY

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Kentucky Mine Supply
Company, Inc.

HAZARD
Sterling Hardware Company

LEXINGTON
Lexington Whsl. Grocery &
Hdwe. Co., Inc.

**Van Deren Hardware
Company, Inc.**

LOUISVILLE
Belknap Hardware &
Manufacturing Co.

Peaslee-Gaulbert Corp.
Reynolds Aluminum Sply. Co.
Stratton & Terstegge Co., Inc.

PADUCAH
Cole Lumber & Supply Co., Inc.

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A quality roof for every type and style of building

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Central States Steel, Inc.
International Paper Co.,
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TULSA
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MEDFORD
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PORTLAND
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Anchor Sanitary Co.

PHILADELPHIA
Northeast Roofing Supply Co.,
Inc.

PITTSBURGH
Anchor Sanitary Co.
Associated Hdwe. Supply Co.
Smith-Woodwell Div. of
Anchor Sanitary Co.

WILKES-BARRE
Evans Bldg. Materials
Distributors

WILLIAMSPORT
Allied Building Products, Inc.

WYNNEWOOD
Lumbermans Merchandising
Corp.

YORK
Wolf Distributing Company

RHODE ISLAND

PAWTUCKET
Builders Specialties Co.

SOUTH CAROLINA

CHARLESTON
William M. Bird & Co., Inc.
C. D. Franke & Co., Inc.

COLUMBIA
Binswanger & Co., Inc.
Brown-Rogers-Dixson Co.

FLORENCE
Binswanger & Co., Inc.

GREENVILLE
Binswanger & Co., Inc.

SPARTANBURG
Brown-Rogers-Dixson Co.
General Supplies, Inc.

SUMTER
Dealers Wholesale Co., Inc.

SOUTH DAKOTA

ABERDEEN
Thompson Yards, Inc.

MITCHELL
Hardware Supply Co., Inc.

RAPID CITY
Building Material Distributors

SIOUX FALLS
Larson Hardware Co.

TENNESSEE

BRISTOL
C. M. McClung & Co., Inc.

CHATTANOOGA
Hibbler-Barnes Co.
C. M. McClung & Co., Inc.
Mills & Lupton Supply Co.

KINGSPORT
Holston Builders Supply Co.

KNOXVILLE
House-Hasson Hdwe. Co., Inc.
C. M. McClung & Co., Inc.

MEMPHIS
The Arkmo Lumber Co.
Fant & Anderson Co.
Jordan Lumber Company
Orgill Brothers & Co.
Pidgeon-Thomas Iron Co.
Reynolds Aluminum Sply. Co.
Stratton-Warren Hardware Co.
Three States Supply Co.

NASHVILLE
Keith, Simmons Co., Inc.
Reynolds Aluminum Sply. Co.

TEXAS

ABILENE
Dealers Sash & Door Company
United Materials, Inc.

AUSTIN
The Calcasieu Lumber Co.
Kuntz-Sternenberg Lbr. Co.
Longhorn Sash & Door Co.

AMARILLO
International Paper Co.,
Long Bell Div.
Krister Supply Co. of Amarillo

BEAUMONT
Tyrrell Hardware Company

CALDWELL
Woodson Lumber Co.,
Wholesale, Inc.

CORPUS CHRISTI
B. L. Moorhouse Company
Jack H. Scholl Lumber &
Millwork Co.

DALLAS
Dealers Building Materials Co.
Lone Star Sash & Door Co.

MOORE
Moore and Company
Peaslee-Gaulbert Corporation

EL PASO
Booker Building Products, Inc.
Momsen-Dunnegan-Ryan Co.
Zork Hardware Co.

FORT WORTH
Central Building Products Co.
Chupik Wood Mfg. Co., Inc.
Dealers Building Materials Co.

GALVESTON
Black Hardware Company

HARLINGEN
Atlas Manufacturing Co.
South Texas Lumber Co.,
Wholesale Division

HOUSTON
Bering-Cortes Hardware Co.
Dealers Building Materials Co.
Joseph F. Meyer Co., Inc.
Southwestern Steel Products
Co.

SAINT LUCIE
South Texas Lumber Co.,
Wholesale Div.

STAHLMAN
Stahlman Lumber Company,
Wholesale Div.

STAR STEEL
Star Steel Supply Co.

KELTYS
Angelina County Lumber Co.

LAREDO
Rodriguez Pipe & Steel Co.

LIVINGSTON
Livingston Grain & Grocery Co.

LUBBOCK
Navajo Supply Company
Western Windmill Company
West Texas Wholesale Co.

MCALLEN
Valley Oil Field Supply Co.

ORANGE
Harding & Lawler, Inc.

PARIS
National Hdwe. & Supply Co.

SAN ANTONIO
Central Bldg. Materials Co.
Chupik Wood Mfg. Co., Inc.
Wm. Van Hoogenhuyze
Hardware Co.

TEMPLE
Chupik Wood Mfg. Co., Inc.

TEXAS CITY
Bay Building Materials Co.

TYLER
Lone Star Sash & Door Co.

WACO
Waco Wholesale Supply Co.

UTAH

SALT LAKE CITY
Knudsen Builders Supply Co.,
Inc.

THE SALT LAKE HARDWARE CO.

VIRGINIA

CHRISTIANSBURG
Mitchell Sales Co., Inc.

DANVILLE
Piedmont Hardware Company
Plumbing & Mill Supplies, Inc.

LYNCHBURG
Barker-Jennings Hdwe. Corp.
John E. Gannaway & Co.
N. B. Handy Company

McCLURE
Erwin Supply & Hdwe. Co., Inc.

NORFOLK
Building Supplies Corp.

RICHMOND
Binswanger & Co., Inc.
Reynolds Aluminum Sply. Co.
Richmond Hardware Company

ROANOKE
Binswanger & Co., Inc.

VERMONT
BURLINGTON
Herrick Co.

WASHINGTON

KENNEWICK
Berkheimer, Inc.

PASCO
White River Wholesale Co.

PORT ANGELES
Zellerbach Paper Co.

SEATTLE
Berkheimer Manufacturing Co.
Lumber Supply & Whse. Co.
Morrison Merrill of Seattle, Inc.
Zellerbach Paper Co.

SPOKANE
Jensen-Byrd Co.
Zellerbach Paper Co.

TACOMA
Zellerbach Paper Co.

WALLA WALLA
Dealers Supply Co.
Zellerbach Paper Co.

WENATCHEE
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Zellerbach Paper Co.

WEST VIRGINIA

WESTON
Gregg Grocery Co.

WISCONSIN

FOND DU LAC
A A Distributors, Inc.

GREEN BAY
Morley-Murphy Company

LACROSSE
Badger Corrugating Co.
Reserve Supply Co.

MILWAUKEE
Frankfurth Hardware Co.
Morley-Murphy Company
Wisconsin Wholesale
Distributig Co.

PORTAGE
Freeland Industries, Inc.

SUPERIOR
Central Cooperatives, Inc.

WALWORTH
PerfectSeal Manufacturing Co.

WAUSAU
Morley-Murphy Co.

WYOMING

CASPER
Rocky Mountain Supply Co.

AOF for OAK



WALL PANELING

$\frac{3}{4}$ " Red or White Oak, V-Joint
6" and 8" widths in the following grades:

Classical

Practically clear except for occasional burl, pin worm hole or other slight imperfection that will not impair the appearance of a fine formal wall.

Colonial

May contain all types of sound defects, but must be usable in the entire width and length of each piece and make a finished wall of good appearance.

PLANK FLOORING

$\frac{25}{32}$ " thick, 4", 6", 8" widths.
4' and longer lengths in the following grades:

Georgian

Practically clear — approximating standard select and better grades.

Informal

Contains sound character marks and slight variable imperfections.

ATLANTA OAK FLOORING CO.

GENERAL OFFICES AND PLANT—ATLANTA, GEORGIA

SAVANNAH, GA. • CHATTANOOGA, TENN. • CHARLOTTE, N. C. • RALEIGH, N. C.
JACKSONVILLE, FLA. • MIAMI, FLA. • TAMPA, FLA. • ORLANDO, FLA.

FOR IMMEDIATE DELIVERY,
CONTACT THE AOF
BRANCH NEAREST YOU

MOVING UP in the Industry

Bird & Son, Inc. . . . HENRY F. DAVID of Westwood, Mass., has been named assistant division manager of the southeastern division of the building materials branch. His headquarters will be in Charleston, S. C. Davis has been with the company for 19 years. He was formerly sales manager of the eastern division of the building materials branch.

John W. Masury & Son, Inc. . . . LLOYD E. STEGNER is the new merchandising manager in the Baltimore home office of this paint manufacturing company. Before joining Masury in 1949, Stegner was trade sales manager and eastern sales manager for two other national paint companies.

The Ruberoid Co. . . . FRANK J. SCHMITT JR. is the new assistant sales manager at the Dallas, Texas, plant of this producer of asphalt and asbestos building materials. Schmitt joined Ruberoid in 1929 as a planning clerk. He has since served as office manager of the St. Louis plant, assistant to the general superintendent, and sales representative in Oklahoma.



Schmitt



Lowell

Caldwell Manufacturing Co. . . . New assistant sales manager for this Rochester, N. Y., manufacturer of sash balances is F. DEAN LOWELL. A graduate of Hanover College, Indiana, Lowell formerly served as general sales manager for the Rochester Products Division of General Motors.

H. K. Porter Co. . . . W. H. HEATH has been appointed assistant general sales manager, Disston Division, according to S. N. Pritchard, general sales manager. C. Earl Weber will succeed Heath in the

position of hardware products manager. Heath will supervise both the hardware and industrial sales in his new position.

Philip Carey Manufacturing Co. . . . New merchandising manager for the building products division is GEORGE C. FUGETT. He has served this building materials manufacturer since 1948, as salesman, paint merchandising manager, and assistant merchandising manager of the building products division.



Fugett



Kreider

Curtis Companies, Inc. . . . FRANK B. KREIDER has been named vice-president in charge of sales for this Clinton, Iowa, manufacturer of Curtis Woodwork. Kreider received his B.S. degree in management engineering from Carnegie Tech Institute and his M.S. degree in industrial engineering from the University of Pittsburgh.

sissippi, and east Arkansas, with headquarters in Nashville, Tenn. He formerly represented Yale in Florida.

Paul C. Pope is another new territory salesman in the South-eastern region. From Louisville, Ky., he will be territory salesman in central and eastern Kentucky. An alumnus of Fordham University, Pope formerly was with the Union Pacific Railroad.

The West Central region also has two new territory salesmen. Richard V. Oehmsen represents Yale lock and hardware lines in Oklahoma, northwest Arkansas, and southwest Missouri, with Tulsa as home base. He formerly was with A. G. Spalding & Brothers and Franklin Simon.

William R. Snyder's Yale territory includes Kansas, northwest Missouri, and Nebraska, with Kansas City as headquarters. Snyder is an alumnus of the University of Connecticut and the son of Philip A. Snyder, industrial sales director for the same division of Yale & Towne. Young Snyder formerly served with the Jewel Tea Co.

McDonald to Manage Plywood Institute

Clark E. McDonald recently succeeded Charles E. Close, retired, as managing director of the Hardwood Plywood Institute. With HPI since 1943, Close becomes secretary emeritus and industry consultant.

A graduate of Southwestern College and the Harvard Graduate School of Business Administration, McDonald most recently served as general manager of the Miami branch of the Logan Lumber Co., Florida wholesalers, which was closed. He previously served in executive capacities with Memphis furniture manufacturing and building material distributing firms.

He formerly served as secretary-manager of the Southern Sash and Door Jobbers Assn. In Memphis, McDonald was a leader of the Hoo-Hoo and Memphis Lumbermen's Clubs.

He said that national headquarters for the Hardwood Institute soon would be moved from Chicago, Ill., to Washington, D. C. The plywood testing laboratory of the institute will be moved from Atlanta to Washington.



"Thanks to our Armstrong wholesaler we spend less time buying, more time selling"

says Don Maffett, Anderson-McGriff Company, Atlanta, Georgia



"One source of supply for what we need. Our wholesaler, Addison-Rudesal, Inc., carries the complete Armstrong line . . . ceilings, fiberboard, insulation, hardboards. We find it's more convenient and profitable to buy from one reputable supplier than from several different sources.



"We don't run the risk of being bypassed. Armstrong Wholesalers sell only to established retailers. And it means a lot to me to know that if my prospects want an Armstrong product, they can't get a big discount from a pseudo-wholesaler . . . they've got to buy that product from me!



"We let him worry about inventories. We use Addison-Rudesal, Inc., as an extension of our own warehouse facilities. This warehousing service frees our capital and our own warehouse space for additional products that answer a wider range of our customers' needs.



"He gives us valuable merchandising help. Our wholesaler's salesman showed us how to display ceilings. He trained our men on how to sell them and gave us many promotional ideas that we've used successfully to build yard traffic and profitable ceiling sales."

The Armstrong Cork Company sincerely believes that the wholesaler is vital to the growth and prosperity of the lumber dealer. That is why Armstrong Building Products are sold only through established wholesalers. For the address of the one nearest you, write Armstrong Cork Company, 3907 Ramsey Avenue, Lancaster, Pennsylvania.



Armstrong BUILDING MATERIALS

Temlok Roof Deck

Temlok Sheathing

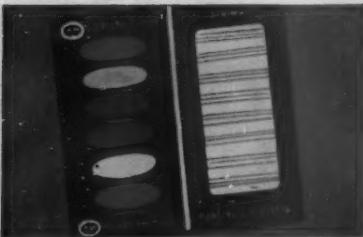
Temlok Tile

Cushiontone Ceilings

SHAKE SHINGLE

KEASBEY & MATTISON'S EXCITING NEW ASBESTOS-CEMENT SIDING

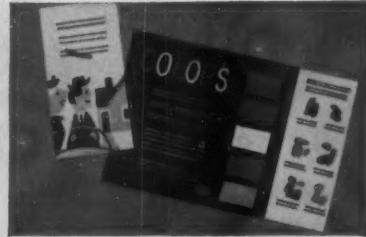
Just look at what you've got to help you sell!



Fold over sample case—gives you a better looking stage for your SHAKE SHINGLE samples.



Colorful mailing pieces—with which you can whip up customer enthusiasm.



Consumer envelope stuffers—to pre-sell your prospects on "K&M" SHAKE SHINGLE.



Dealer newspaper mat ad—to help you reach prospects all over your area.

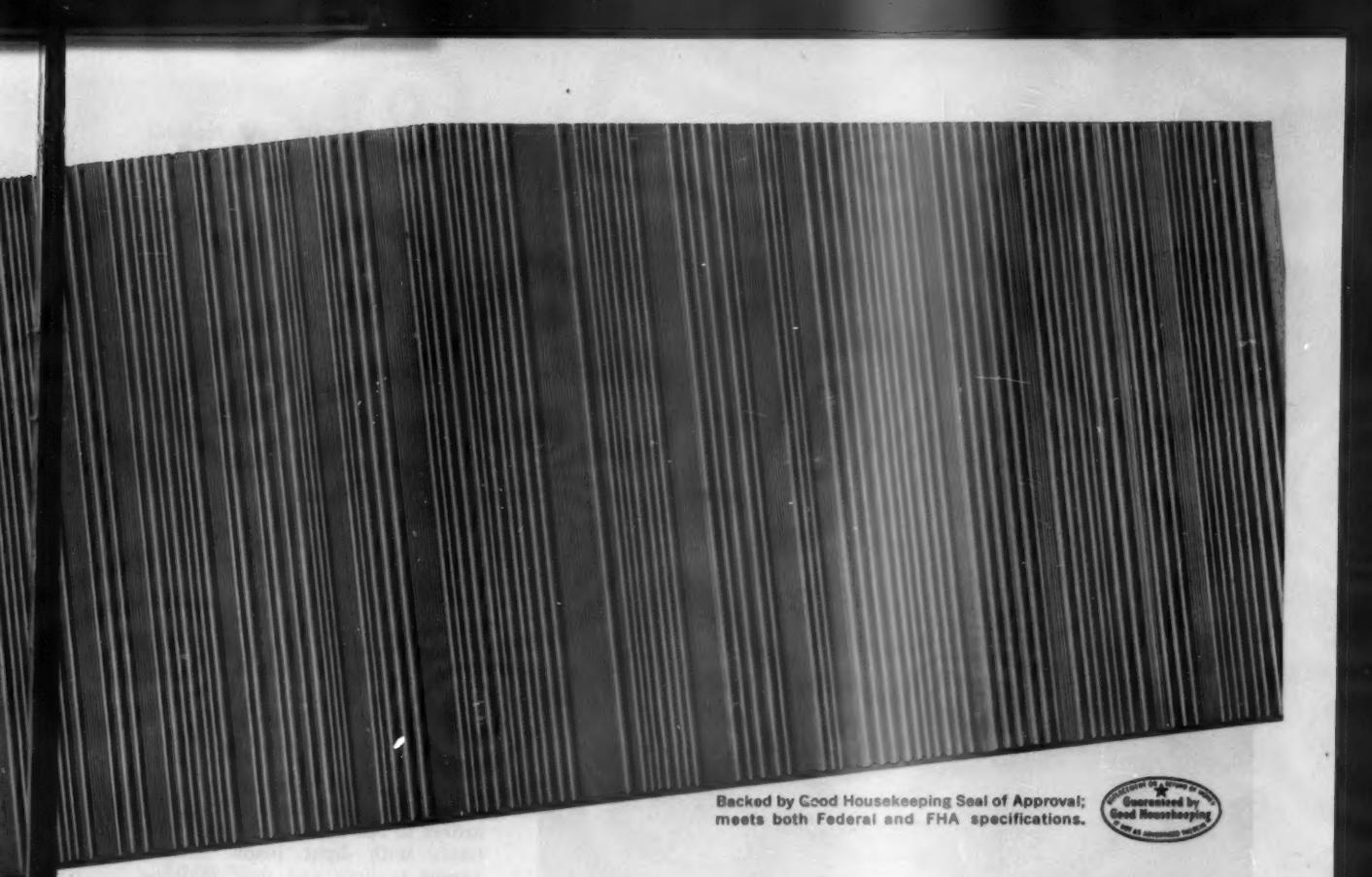


Decorator colors—selected by an expert, give "K&M" SHAKE SHINGLE surefire eye appeal!



"K&M" Advertising and promotion pre-sells your prospects through such magazines as Good Housekeeping, through direct mail, and other sales helps.

Plus salesmen's helps, displays—practically everything you could think of to make SHAKE SHINGLE a real profit builder.



Backed by Good Housekeeping Seal of Approval;
meets both Federal and FHA specifications.



LOOKS LIKE WOOD... LASTS LIKE STONE!

Backed by the most colorful and dramatic merchandising program in "K&M" history!

Put a new spurt in your siding sales with "K&M's" newest, most striking development—SHAKE SHINGLE, the asbestos-cement siding that looks like wood. And here's why your customers will find "K&M" SHAKE SHINGLE irresistible. It's got the attractiveness and warm texture of a wood shake. It's got the durability and freedom from maintenance of asbestos-cement. Yet it costs no more than ordinary asbestos-cement siding shingles!

High-impact "K&M" merchandising and promotion gives you everything you need to arouse buyer interest... create buyer enthusiasm. Color, eye-appeal, showmanship, and down-to-earth hard-selling facts, you'll find them all in your new "K&M" merchandising aids and displays.

We're bursting out all over with pride and excitement over "K&M" SHAKE SHINGLE, and so will you. And why not? A handsome new product, backed by powerful promotion, and a terrific potential market. What more do you need with any siding?

Get the edge on your competitors now. Be the first to show off the new "K&M" SHAKE SHINGLE in your area. Write to us today for more information.

Just look at what you've got to sell!

- The most unique design in siding—a shake type design that looks like wood.
- Five, modern, attractive colors—White, Yellow, Gray, Green and Coral.
- Freedom from maintenance—"K&M" SHAKE SHINGLE won't rot or corrode. Never needs protective painting. Won't curl.
- Long life—"K&M" SHAKE SHINGLE is vermin-proof and termite-proof. Resists fire and weather.
- Low-cost—It easily fits into the average homeowner's budget . . . costs no more than ordinary asbestos-cement siding.



KEASBEY & MATTISON
COMPANY • AMBLER • PENNSYLVANIA

SSDJA Members Elect J. W. Zuber President



J. W. ZUBER, president of Zuber Lumber Co., Atlanta, Ga., was elected president of the Southern Sash & Door Jobbers Assn. at the group's 23rd annual membership meeting in Memphis, Tenn., June 9-10.

Zuber, who moved up from the vice-presidency, succeeds F. R. Weddington of Waco, Texas. Weddington heads Wm. Cameron & Co.

Departing from custom, the SSDJA named two vice-presidents. J. R. Druhan of McPhillips Mfg. Co., Inc., Mobile, Ala., was elected first vice-president, and J. Reese Jones Jr. of Victoria Sash & Door Co., Inc., Shreveport, La., second vice-president. Thomas Birchfield is secretary-treasurer of the association, with offices in Memphis.

New directors are John Carney, Oklahoma Sash & Door Co., Oklahoma City; James M. Green Jr., Palmetto Sash & Door Co., Inc., Orangeburg, S. C.; B. W. Harper, New Orleans Sash & Door Co., Inc., New Orleans; Manuel F. Harris, Wm. Cameron & Co., Waco, Texas; Holmon Jeansson, Cole Manufacturing Co., New Orleans; Lewis H. Jenkins, Jenkins Wholesale Supply Co., Inc., North Wilkes-

boro, N. C.; J. E. McCord Jr., McCord Wholesale, Corpus Christi, Texas; John M. McIntosh, Neal-Blun Co., Savannah, Ga.; R. C. Slack, A. H. Ramsey and Sons, Inc., Miami, Fla.; Merritt Sutherland, Bass & Co., Inc., Hopkinsville, Ky., and W. Horace Woods, Geo. C. Vaughan & Sons, Houston, Texas.

Cost control and distribution problems in the marketing of woodwork products claimed major attention of the nearly 300 industry members. Sessions were at the Peabody. Members came from 18 states and the District of Columbia.

Highlighting the program were two panel discussions led by Louis G. Riecke Sr., vice-president and general manager of Tulane Hardwood Lumber Co., Inc., New Orleans.

An analysis of expenses relating to warehousing and selling, under the general subject of "Increasing Profits Through Cost Control," brought suggestions for more modern warehouse facilities, an order assembly area, closer supervision and direction of personnel in routing and filling orders to avoid costly mistakes, and re-examination of

J. W. Zuber, left, president of Zuber Lumber Company of Atlanta, is the new president of the Southern Sash & Door Jobbers Assn. Elected with him as first vice-president at the June membership meeting in Memphis, Tenn., was J. R. Druhan, center, of McPhillips Manufacturing Company, Inc., Mobile, Ala. Thomas Birchfield, right, is secretary-treasurer of the association, with offices in Memphis.

insurance in order to trim costs.

Panelists were W. A. Compton, president of Allen Millwork Mfg. Co., Shreveport, La.; Lewis H. Jenkins, Jenkins Wholesale Supply Co., Inc., North Wilkesboro, N. C.; and Ellis Wilson Jr., Wilson Lumber Co., Wholesale, San Antonio, Texas.

Panelists discussing delivery and overhead urged careful routing of orders to cut down expensive long hauls with light loads. Trucks versus trailers and fleet maintenance questions also stirred jobber audience participation. Panelists were David C. Schaefer, Schaefer Sash & Door Co., Atlanta; Kenneth Johnson, Dykes Bros., Little Rock, Ark.; and David R. Toombs, Toombs & Company, Springfield, Mo.

More use of advertising and promotional programs to stimulate business was urged by Phil Creden, merchandising manager of Edward Hines Lumber Co. of Chicago, a luncheon speaker.

"The trouble with the building industry is that we have forgotten about the small homeowner and home improvements while concentrating on new construction," Creden declared.

A panel discussion of "Personnel — From Hiring to Retiring" was led by W. W. Scott, vice-president of the National Bank of Commerce, Memphis. Panelists were four Memphians: W. R. Atkinson, co-director of the Memphis Psychological Service Center; C. Edward Carter, Industrial Relations manager, International Harvester Co.; John Guthrie, manager of industrial relations, Firestone Tire & Rubber Co.; and Dan C. Hallford, assistant vice-president in charge of industrial relations, Plough, Inc.

The panelists advised jobbers to give more attention to careful

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Dierks Representative:

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Billy Jack Smith
721 Liberty

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Bill Chisholm
P.O. Box 744

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Ray Glover
P.O. Box 2098
Guy F. Landes
P.O. Box 2098

KENTUCKY

OWENSBORO
Russell McAlister
P.O. Box 391

LOUISIANA

ALEXANDRIA
Lloyd Click
#5 Caroline Drive

NEW ORLEANS
Doyle Smiser
242 Little Farms Avenue

SHREVEPORT
Buddy Neal
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413 Louisiana Bank Bldg.

MISSISSIPPI

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C. E. Klumb Lumber Co.
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1702 Third - SW

LAWTON

John G. Burnett
1622 No. 24th St.

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F. K. Duncan
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2201 Classen Blvd.

TULSA

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P.O. Box 253

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3387 Poplar

TEXAS

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J. Hunter Lamb
Wooten Hotel

AMARILLO
R. H. Kelly
P.O. Box 214

CORPUS CHRISTI
Joe T. Holland
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Burnett Forest Prod. Sales Co.
924 1CT Building

HOUSTON

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SAN ANTONIO

J. P. Hart
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Gibbs Building

TYLER

Morris C. Wells
P.O. Box 461
105 E. Hillside

WICHITA FALLS

Clarence L. Moore
P.O. Box 582

TRIM WINDOWS and DOORS

PERFECTLY,

ECONOMICALLY

and QUICKLY



with DIERKS PACKAGED TRIM

JUST OPEN the dustproof packages of Dierks Interior Window Trim and you're ready to go! Two packages — one for the vertical parts, the other for the horizontal parts — contain everything needed to trim a window opening . . . easily worked kiln-dried Arkansas soft pine, selected for its figure, smoothly milled with flat surfaces sanded, pre-cut and mitred.

Interior Door Trim is furnished two sets to the package (4 side and 2 head casings). For exterior door openings, one set (2 side and 1 head casing) can be packaged together when so specified.

There's no waste, no shortage, no returns of marred stock. Head casing, apron and stool are cut exact, with the end of apron and stool returned on the solid. Side casings and stops are slightly long to permit exact fitting. Patented metal splines to reinforce the mitred joints are included. When so specified, stock can be guide-drilled for easy nailing at slight additional cost.

Dierks Trim can also be manufactured for special type window openings when dimensions to be trimmed are given.

Choose your pattern of Dierks Packaged Trim . . .

Easy to STOCK!

Easy to SELL!

Easy to USE!

Call the nearest Dierks representative listed at left

Dierks Forests, Inc.

810 Whittington Ave.

Phone NAtional 3-7766

Hot Springs, Ark.



selection of new employees, to develop better employer-employee relations, and to enlist employees' aid in an effort to make their operations more profitable. A testing program for all new employees was urged.

Joseph E. Burger, retired vice-president of Cornelius Seed Co. of St. Louis, delivered an inspirational sales pep address as luncheon speaker on the second day. His topic was "How to Get Better."

The association's annual mid-winter meeting was set for Nov. 21-23 at Miami Beach, Fla.

SPA Plans Intensive Membership Drive

The Southern Pine Assn. is launching an intensive membership drive to further implement and broaden the scope of the industry's cooperative merchandising effort.

President M. W. Smith Jr. appointed a membership development committee of 21 lumber manufacturers to head up the program.

Smith cited several principal reasons for the urgent need for increased SPA membership. The improvement in Southern pine sawtimber supply has created a selling problem. More lumber is available; more has to be sold. Southern pine must regain lost markets, build new ones, and re-invade territory in the East and Midwest. The array of competitive

materials such as metal, plastics, steel, aluminum, and concrete press the need for intensified merchandising of Southern pine lumber.

Smith maintained that to meet this competition of large, concentrated enterprises, the 20,000 small sawmills in the South must organize to achieve unity of thought and action, and strength.

NLMA Claims Lumber To Be Best Buy

Today's best buy in construction materials is lumber, according to the National Lumber Manufacturers Assn.

Wholesale price indexes compiled by the U. S. Department of Labor would indicate that the cost of structural steel, fiber board, glass, cement and structural clay products increased sharply during the decade between 1947 and 1957. By the end of 1957, the average cost of all building materials on the wholesale level had increased 38 per cent, where the cost of lumber would appear to be less than that of all other major building materials, NLMA points out.

NLMA presents the following breakdown to show the percentage of wholesale cost increase which occurred between 1947 and the close of 1957: lumber costs increased 23.2%, concrete products, 32.4%, gypsum plaster lath, 34.9%, window glass, 52.6%, fiber board (insulation), 51.9%, cement, 61.2%,

structural clay products, 66.2%, and structural steel, 127.8%.

Jones-Blair Celebrates 30th Anniversary

The Jones-Blair Paint Co. of Dallas, Tex., largest paint manufacturing firm in the Southwest, recently celebrated its 30th anniversary with an open house. The occasion also celebrated the company's modern and greatly expanded plant facilities on Denton Drive.

The firm was organized in 1928 by the late R. W. Blair and David P. Jones. It began with four employees and a payroll of \$83 a week. Through the progressive leadership of the late R. W. Blair, his son, R. W. Blair Jr., and D. P. Jones, the Jones-Blair Paint Co. now covers Texas to the border of Mexico, westward to Albuquerque in New Mexico, eastward to Monroe in northern Louisiana, and northward to cover all of Oklahoma.

D. P. Jones is chairman of the board of directors of the company. R. W. Blair Jr. is president. Other officers include Henry F. Erickson, vice-president; George H. Rogers, vice-president; and E. D. Miller Jr., secretary.

Sept. 6-14 Dates for National Home Week

National Home Week will celebrate its 10th anniversary September 6-14 this year. Each year since 1948 the National Assn. of Home Builders has staged this nationwide observance — an event shared by homebuilders, manufacturers, and suppliers in the homebuilding industry.

Approximately 10,000 new homes, each incorporating the newest ideas in home design, will be on display throughout the country this year. The purpose of National Home Week is to educate the public on homebuilding, and to demonstrate the newest and best homes in all price classes.

Manufacturers and distributors of building materials and equipment are planning national advertising, TV and radio broadcasts, and other special promotions for National Home Week.

DEALERS SEE NEW PLYWOOD PANEL DISPLAYS



Pictured above are a few of the more than a hundred men in attendance at a recent dealer meeting held at the warehouse of the Dealers Warehouse Corp., wholesale distributors, in Knoxville, Tenn. The new "Visual Impact" display program of the Dixon Plywood Corp., manufacturer of prefinished plywood panels, was presented by David Dixon. The program features the display panels seen above.

THE SKY'S THE LIMIT...
WHEN YOU SELL GARDNER'S



Being *close-by* to every area of the South permits us to eliminate **HIGH FREIGHT COSTS**; our *buy-as-you-need-it* policy obviates over-stocking. Combine ALL GARDNER PRODUCTS into a 10,000 lb. order and you as a Distributor secure the very lowest prices we have to offer. Our Fleet of modern trucks services the South in the *speediest* manner possible.

GET YOUR SHARE OF SALES IN THE HUGE MOBILE HOME MARKET! One *single* application of popular-priced MOBILASTIC LIQUID ALUMINUM MOBILE HOME ROOF COATING makes **EVERY** Roof weathertight — and it *insulates, soundproofs and seals!* Ideal for protecting TRUCK ROOFS, particularly refrigerated units.

GARDNER **ASPHALT PRODUCTS CO.**



SOUTHERN BUILDING SUPPLIES for JULY, 1958

Symbol of good Government



Symbol of good **REDWOOD**



On July 4th America celebrates the 182nd anniversary of her symbol of independence. Business has its symbols too . . . standing for ideals of quality and service. Such a symbol is NOYO—hallmark of quality in REDWOOD—trademark of Union Lumber Company, serving dealers for almost three-quarters of a century.

- Certified K.D.
- VG & FG Stock
- All Patterns
- Mouldings

Today with modernized mills unsurpassed in the industry, NOYO more than ever can meet your specifications with the finest.

MIXED CARS

Careful loading service
that keeps true—once a
NOYO Dealer—always.

UNION LUMBER COMPANY

TREE FARMERS AND MANUFACTURERS

FORT BRAGG CALIFORNIA

**San Francisco
Los Angeles
Park Ridge, Ill.
New York**

**SALES REPRESENTATIVES
THROUGHOUT THE NATION**

Member California Redwood Association

For more details on above items, use Coupon on Page 72

NEW

TRIPLE GLIDING WINDOW UNITS



so Modern! so Beautiful!

ADD THIS SALES BOOSTER TO YOUR WINDOW LINE

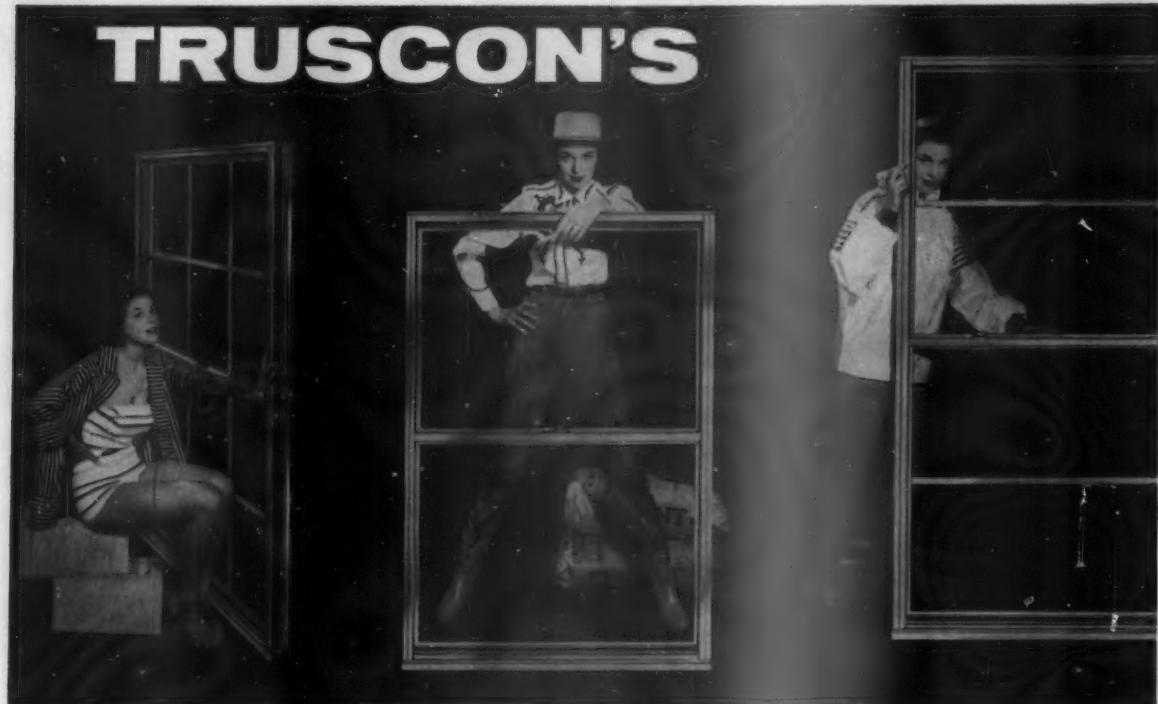
Here is a window unit that meets modern needs for architectural harmony and maximum utility. Frame and sash are selected Ponderosa Pine, treated with water repellent and rot-proofing preservative. Triple Gliding removable windows are suitable for any room in the house. They are completely weatherstripped and factory assembled with Wintite sash locks and full size aluminum frame screens installed.



MANUFACTURED BY
Distributors

MANUFACTURERS OF MILLWORK • DISTRIBUTORS OF BUILDERS SUPPLIES
Rocky Mount, Virginia

TRUSCON'S



NEW ALUMINUM SINGLE- AND DOUBLE-HUNG WINDOWS TO ROUND OUT YOUR TRUSCON LINE

Truscon's new Series 158 Aluminum Line is the window you can sell for all types of construction, in any part of the country.

Frame, masonry, concrete block, stucco . . . this window fits them all. New design aluminum extrusions and advanced engineering give you all the advantages of an integral fin trim without the disadvantages. Fin flexibility makes it possible for you to sell this window for all construction types, with full conformity with regional preferences.

Truscon's new Series 158 is designed so that your customer can build construction of any type right up to it. Then, trim if desired.

Round out your Truscon line. Stock, display, and sell Series 158 Aluminum Single- and Double-Hung Windows. Send coupon for facts.

Quality features to make sales fast:

1. Etched and lacquered.
2. Solid white bronze hardware, tumbled and lacquered.
3. Flush integral lift.
4. High humidity gutter.
5. Positive vent stops.
6. Self-compensating spiral balances.
7. Full perimeter silicone-treated wool pile weatherstripping.
8. Mechanically interlocked vent corners.
9. Removable parting strip.
10. Screwless mullions, nailing strips and anchors.
11. Tight seal adjustable casings.
12. Snap-in mullion bars.
13. Extruded full and half screens.
14. Storm sash.

No other aluminum window can match them!



**REPUBLIC STEEL
TRUSCON STEEL DIVISION**



Youngstown 1, Ohio

NAMES YOU CAN BUILD ON

REPUBLIC STEEL CORPORATION
TRUSCON STEEL DIVISION
DEPT. C-5474-R
1054 ALBERT STREET • YOUNGSTOWN 1, OHIO

Please furnish sizes, specifications, prices on Series 158 Aluminum Windows.

Name _____ Title _____

Firm _____

Address _____

City _____ Zone _____ State _____

only
HAR-VEY hardware
has all these features



Made to please your customer... **NEW! Har-Vey "B" Line Slide-A-Fold Hardware**

HAR-VEY SLIDE-A-FOLD HARDWARE is fashioned for the sales minded builder . . . it gives folding doors that **sure, silent, smooth action** needed to delight the most discriminating home buyer or home owner. The new Har-Vey jamb hinge **rigidly supports the door's entire weight**. The single top track serves only as a guide, assuring a lifetime of smooth, quiet and effortless operation. Look for the Har-Vey name stamped on metal parts . . . your assurance of superior quality.

UNITS COME IN USEFUL HANDI-PAKS . . . one box to one opening . . . contains everything to complete the job. Har-Vey's unique design pays a bonus to the user in **fast, easy installation**. Har-Vey Handi-Paks are easy to stock . . . **cuts your inventory, handling and sales costs**. Price—eminently reasonable (and with no compromise in quality) . . . Har-Vey "B" Line Slide-A-Fold Hardware comes in 6 sizes from 2' door openings at \$3.79 to 6' openings at \$8.79. Write for complete details now!

look at the easy one man installation...

MARK LOCATIONS

MOUNT TRACK & JAMB HINGE

ATTACH DOOR TO HINGE

ATTACH GUIDE HANGER

ATTACH KNOBS



Write for New Bulletin H-17
AMERICAN SCREEN PRODUCTS COMPANY
World's largest manufacturer of window screens
General Offices: 61 E. NORTH AVENUE
NORTH LAKE, ILLINOIS

© 1958 by American Screen Products Company

HAR-VEY
HARDWARE

HOMESHIELD®
SCREENS

You're Better Off Down South, Brother!



Richard P. Smith

The South has been weathering the "recession" distinctly better than other areas of the United States.

If you've been standing too close to your own problems to see how the Southland — the 19 Southern and Southwestern states — has continued to rise in the face of a temporarily slowed economy, step back a few notches and consider why we are blessed by living in an area which is now the nation's No. 1 economic asset.

From the facts and conclusions to follow, all of us should draw comfort from the clear signboards that the Southland — far more than any other area — is topping, Goliath-fashion, the less-well-situated regions.

The depressed state of business

By **RICHARD P. SMITH**

President and Treasurer
W. R. C. Smith Publishing Co.
Atlanta, Ga.

evident in the North, East, and West is much less noticeable in the South. Of all the various indicators you can examine, none reflects good jobs and public sentiment more quickly or more accurately than retail sales. People spending money freely are happy, confident people whose faith in themselves and their future is backed up with cash. In the South consumer buying continues to be heavy.

Over-all retail sales in stores other than the larger chains in March of this year exceeded those of February by \$359-million, and January by \$66-million in Alabama, Florida, Georgia, Mississippi, Tennessee, the Carolinas and Virginias, Maryland, Delaware, Kentucky, Arkansas, Louisiana, Oklahoma, Texas, and the District of Columbia.

Of \$3.3-billion which U. S. cash registers rang up in March, \$667-million was spent in food stores, \$210-million in eating and drinking establishments, \$186-million for general merchandise, \$208-million for apparel, \$176-million for

furniture and appliances, \$257-million for lumber, building materials, hardware, and farm equipment, \$349-million at gasoline service stations, and \$122-million for drugs and proprietaries, all of which showed increases in sales in March over February. March sales brought to more than \$9½ billion the cumulative total of such transactions in the South in the first quarter of 1958, according to a Bureau of Census survey.

The increase in sales in March over February came in the broad South, while the retail trade field in the Northeastern and North Central sections of the country were experiencing downturns.

Unemployment figures reveal that the South as a whole is relatively better off than other regions. Only seven per cent of the South's labor force was unemployed in April (the last full month for which figures are available), whereas 7.8% of the workers were seeking jobs in the Northeast, 7.5% in the North Central region and 8.3% in the West.

In the year from April, 1957 to April, 1958, most of the unemployment in the South was registered in farm jobs. In April of this year 82.2% of the South's labor force had jobs in non-agricultural occupations; this was only 1.1% less

July, 1958

**SOUTHERN
BUILDING
SUPPLIES**

Introducing the Author . . .

S-B-S Publisher Richard P. Smith—an Atlanta, Ga., native—has performance logical reason to proclaim Southern affinity and unfurl Dixie banners. The fact, however, that National Business Publications, Inc., recently saw fit to elect him as its chairman for the ensuing year, is a gauge to his grasp of the national business situation. Smith, a graduate of VMI, joined his father's firm, W. R. C. Smith Publishing Co. of Atlanta, in 1934. He started in circulation, moved into production, and wound up working on the business end. Following World War II service as a lieutenant-colonel under both Gens. Lewis Hershey and Lucius Clay, Smith moved into the executive post created by his father's passing in 1941. Now publishing five other trade journals besides **S-B-S**, he maintains that business journals are a contributing factor to the growth of the U. S. economy; that they're here to stay as an advertising medium, because they're basic to business' needs.

than in April 1957. Thus far, the greatest loss of jobs has been in Southern agriculture, where the drop has been 1.8% in a year's time, due primarily to continued farm mechanization and the attraction of industrial employment.

It is recognized that, for retailers in the small-town market which comprises much of the South, no economic trend is more significant than the continuing rise in cash farm income. Retail trade in these rural areas is so closely linked to the fortunes of agriculture that as the farmer prospers, so do the independent retailers.

Income received by Southern farmers in the year's first two months averaged more than eight per cent above the 1957 period, and in mid-March national figures were at the highest level in five years. The annual rate of Southern farm income in the two months was \$7.2-billion as compared with \$6.6-billion a year earlier.

With farm income more than keeping pace with increased costs of production items, the U. S. Department of Agriculture predicts that net farm income for 1958 will be five to 10 per cent ahead of 1957.

This increase, then, in net farm income is the significant fact, for it signals:

1. An improvement in the farmer's ability to purchase.
2. His re-entry into the market for virtually all categories of products.

Recent trade surveys by *Southern Hardware* — one of our six

publications — have revealed the soundness of the independent retailers' competitive position in this important small-town market as contrasted with the position of many of their big-city brothers. In the rural towns and cities — locations free of the domination of department stores, mail-order outlets, and discount houses — price structures tend to remain firm and profit margins are more dependable. In most areas of the South dealers are free of such competition and buy with the confidence that traditional margins can be maintained. Irresponsible price cutting and sales with limited profits are not characteristics of the Southern market, and therein lies much of the strength and importance of the small-town retailer.

While the reactions of millions of Southern consumers are of vital economic importance, the reactions of businessmen also have an impact on the Southern economy that cannot be ignored. Perhaps the best gauge of business sentiment is the 5.8% increase in Southern business incorporations which was recorded in 1957 over 1956. However, you cannot realize the full impact of this fact until you contrast it with a national average which showed a 4.1% loss.

Since 82.2% of Southern workers are in non-agricultural jobs, manufacturing rates a large share of the credit for our present satisfactory situation. Perhaps the principal reason the South has not experienced the same business

drop that has hit other regions is that our plants are larger and the products are more basic — processing raw materials through initial stages. We have relatively fewer finishing plants. Consequently, periodic changes in consumer demand are damped somewhat before affecting our large processing industries.

Let's try to look simultaneously in two directions — at the big processing plants that we now have in the South, and at the coming finishing plants that will convert these processed materials into finished products to meet a fast-growing consumer demand. We already have an enormous stake in the processing industries and an equally important potential in the finishing plants that are rapidly developing.

Now the picture is changing rapidly. Many small new industries are being established to furnish supplies to the older big plants, and while the total of consumer products plants is not yet impressive, percentage growth is enormous. These trends will continue at a more rapid pace.

One outstanding example serves to substantiate the above statements — electrical machinery and equipment.

General Electric and Westinghouse have led the parade. There are now 22 major G-E plants in our area, producing transformers, distribution equipment, instruments and controls — and the enormous G-E electrical appliance plant at Louisville, Ky. The same is true of many other large national companies.

Another example is the great Ford glass plant at Nashville, Tenn. (yet a small portion of the \$400-millions spent by Ford alone in the Southland since World War II).

Other automotive manufacturing units in being or planned include the 1,300,000-square-foot Chrysler Corp. plant in St. Louis, Mo., recently announced by Executive Vice-President W. C. Newberg.

In discussing selection of St. Louis, Newberg said that the site was "close to the heart of a rapidly expanding automobile market in the South-Central and Southwest areas of the United States."

General Motors Corp. has been active, too, with such projects as the tremendous Buick, Oldsmobile, Pontiac assembly plant close to Atlanta, Ga., and plans to approximately double the Atlanta Chevro-

WHAT DIXIE'S DOING

1

The sugar in your coffee an'
The clothes upon your back,
The fruit you have for breakfast,
The rice they "puff" and crack,
The very bed on which you sleep,
Your furniture, *per se*,
It's made in Dixie for you,
From Texas to N. C.

3

Your horse that steps in "two O three,"
The "brand" you love the best —
The first one comes from Tennessee,
Kentucky does the rest.
And when you've dined on Southern fruits
And roasts of Texas beef,
The smoke you smoke or your "chewing"
plug
Is fine Virginia leaf.

5

We're selling shirts to Chinamen
And oil to *parlez-vous*,
But when it comes to cotton bales,
Well—Europe takes a few—
Four hundred million dollars
Was, last year, the export sum
And adding what we used ourselves,
You'll find we're "going some."

2

They built your house of Georgia pine,
It's roofed with Georgia slate;
You bought the nails in Birmingham,
If you were up-to-date.
The rugs you laid upon the floors,
The curtains, towels and sheets
Were doubtless made in Southern mills
Whose products can't be beat.

4

Your food is cooked in cotton oil
It has "hog grease" "skinned a mile."
The folks that use it regularly
Wear no dyspeptic smile.
We're lighting half the continent
With Texas kerosene;
They're burning it 'neath boilers from
Frisco to New Orleans.

6

Dixie's doing all of this—
She's very much "on top,"
Everybody's hustling
And hasn't time to stop.
But when you're dead and done for,
Just to show our sentiment,
We'll pile Georgia marble on you
And there's your monument.

—W. R. C. Smith

More than a generation ago, Michigan-born W. R. C. Smith, the author's father, published this poem.

let plant by adding 385,000 square feet of factory space.

However, industry large and small is dependent on power, which today means the production, transmission and distribution of electrical energy. To meet the demands originating in manufacturing plants, homes, stores, warehouses and offices, Southern utilities are expanding at a much faster pace than elsewhere.

In just 10 years following World War II, the seven Southeastern states have advanced from the fourth largest producer of electric energy regionally in the nation to the No. 2 position, according to the U. S. Department of Commerce.

In 1957, 108.4-billion kilowatt hours of electric energy were produced in the seven states by utilities and industries, or more than three times the 31-billion kilowatt hours produced in 1947. Last year's 108.4-billion kw/hr produced in the Southeast was exceeded only by the 162-billion produced in the East North Central states.

The Southeast also led the na-

tion in rate of increase and the West South Central section was second in percentage increase.

Forecasts of nearly all Southern and Southwestern utilities indicate huge construction programs during the coming years. The Southern Co. forecast shows a construction program of \$500-million during the years 1958-1960. Since 1927 the rate of growth in the system companies' energy requirements has been slightly over eight per cent a year compounded annually — equivalent to a doubling of the load every nine years. Generating units to be installed during the next three years on the Southern Co. system total 1,250,000 kw.

The 1958 program totals \$155-million for the Southern system companies: Alabama Power, Georgia Power, Gulf Power, Mississippi Power and Southern Electric Generating Co. This is the largest construction program in the history of the company.

Typical of expansion in the Southwest is a \$21-million electric power generating expansion program during the next three years

for Southwestern Gas & Electric Co. This includes the addition of 100,000 kw units at the company's two plants in Northwest Louisiana.

Probably the most dramatic developments in Southern power generation lie in the field of atomics. With operation scheduled for April 1960, Industrial Testing Reactors, Inc., is constructing a \$12-million nuclear reactor in the Wadesboro-Rockingham area of North Carolina. It will employ about 500 and will attract a large complex of industry into the area.

Oak Ridge (Tenn.) National Laboratory now has six nuclear reactors in operation and the Carolinas-Virginia Nuclear Power Association is building a 17,000 kw nuclear plant at Parr Shoals, S. C., near Columbia. Florida developments include a proposed 50,000 kw atomic plant by the East Central-Florida West Coast groups.

These developments have moved so swiftly in the South that some well-informed persons estimate that it will become one of the South's most important industries (See you're BETTER OFF page 73)



First steps taken by Carolina Builders Corp. of Raleigh, N. C., to cash in on new business and hold on to its regular trade was the dressing up of its appearance with this eye-catching brick facade, coupled with enlargement of display rooms and offices.



To keep pace with North Carolina's record-breaking building boom and industrial expansion, the company felt justified in adding this new wing to its existing property, plus putting up a new millwork shop, covered millwork shed, and framing lumber shelter.



This pole-type structure, where West Coast framing lumber is stored, is divided into eight sections. Each section is 15' long, with an over-all length of 120'. Contents are arranged in neat bins and are marked as to length from 2x4s to 4x6s.

Building

By ALBERT S. KESHEN

It takes more than a "new look" for a building materials business to attract customers and step up volume.

Shining facade and smart display fixtures are worthless unless backed by an efficiently designed yard to serve necessary purposes of adequate lumber protection and manpower saving.

That was the underlying consideration which motivated the Carolina Builders Corporation of Raleigh, North Carolina, to lay out shed facilities best adapted for supplying contractors with framing, millwork, and finished lumber.

The swift breath of progress has hastened the firm's expansion program. North Carolina, as a whole, is in the midst of a building and industrial expansion campaign.

To cash in on new business, as well as to hold its regular trade, Carolina Builders added a new wing to its existing property, put on an eye-catching brick front, doubled the size of its display room and offices, and added a new millwork shop, covered millwork shed, and a protective framing lumber shed.

The last-named improvement was made for storing No. 1 and 2 common West Coast framing lumber. Heretofore, the stock had been left in the yard for drying, where it was subject to deterioration because of weather conditions.

This shed is a pole-type structure, framed with fir, which supports a 2½" corrugated galvanized steel roof. The shed is divided into eight sections, each 15 feet long, with an over-all length of 120 feet. The 20-foot depth and 6-foot overhang enable storing of lumber up to 24 feet long.

Each section is divided into bins and marked as to length of its contents, which range from 2x4s to 2x12s and 4x4s to 4x8s.

Construction costs were held to a minimum, since material came from the firm's own stock. Practically the only cash outlay went to the contractor who built it. Vice-

Business by Bettering Storage

This progressive Raleigh, N. C., building materials wholesaler, convinced that it required more than a store's "new look" to attract customers and step-up volume, took audacious steps to improve shed facilities and simultaneously prove a deep conviction.

President Ralph K. Ingram undertook the designing aspects, thus eliminating architect's fees.

"Benefits of this improvement are many," commented Ingram. "Primarily, it serves its main purpose of protection. But because of the bin divisions, we can save considerable time in loading and unloading. Moreover, we're getting a nice reaction from our contractor customers who like the care we are taking. It means less warpage of stock for them. There's even less quibbling over price, as they realize they're getting the sturdiest framework available."

In addition, the new shed is resulting in greater management economies. The square-foot method of storage saves considerable yard space, as compared to the older method of distributing stock in the open.

The shed has boosted sales volume of framing lumber by about 50 per cent, since it provides for easier increase of stock and af-

fords greater concentration on this end of the business than before.

Closely allied with this yard feature is the covered millwork shed for all kiln-dried lumber, dimensional stock, and molding. It is located adjacent to the millwork shop.

The shed is of wood framework, with concrete floor and walls and ceiling of corrugated steel. The roof has plastic skylights spaced to admit sunlight. It is 52-feet wide, 170-feet long, and has a drive-through.

One distinctive shed feature is a two-story height with catwalk on both sides. This enables hand-loading by two men upstairs, and one man on the ground level.

"This double-deck method of construction saves us considerable space. It actually allows expansion upward, rather than outward," explained C. L. Benson, executive vice-president. "With space at a premium, as close as we are to the heart of the city, we received

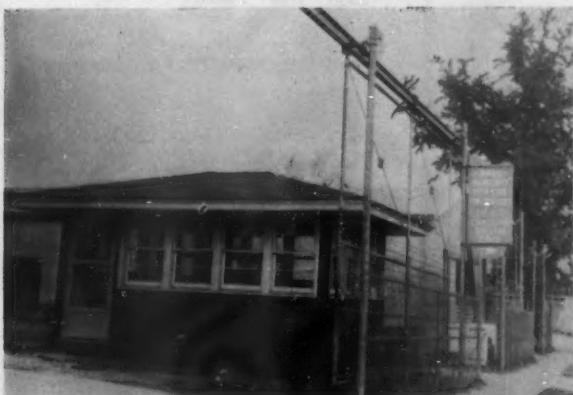
further economies in property purchases."

The millwork shop is an important adjunct to the business. There, only custom jobs are turned out to individual specifications for schools, institutions, and commercial and residential contractors. Some assembly work is done there also.

When the company modernized its quarters, there was not sufficient space in the showroom area to display storm windows, doors, and other building specialties. To serve that purpose a small window-display house was constructed in the parking area. This 12-foot-square building displays many building products sold by the firm and thus serves as a dramatic merchandising tool.

The structure is aimed primarily at selling windows. Four sides incorporate 17 windows, embracing practically every variety and price-range carried. These samples, in actual operation, include such fast-moving items as double-hung, casement, and awning windows. The one door entrance consists of a jalousie and combination storm-and-screen door. Flooring is of asphalt tile; ceiling is a combination of tile patterns; and walls are of various wood paneling.

"This little house has been extremely helpful in demonstrating (See BUILDING BUSINESS page 66)



In company parking area, above, is this small window-display house, sides of which incorporate every variety and price-range stocked by the firm. A dramatic merchandising



tool, the display interior attracts these two contractors who demonstrate window operation firsthand. This method, say firm officers, far outsells outdated catalog browsing.

Newspaper advertising in color:

A Boost to Flagging Business

Generally conceded among building supply dealers is the fact that ordinary newspaper advertising, if properly gauged, can contribute materially to faster, more profitable stock turn-over during any month.

Now, what about the extraordinary newspaper ad — the two-

By SID WRIGHTSMAN
S-B-S Associate Editor

color eye-catcher, for example — known to cost considerably more than its more subdued, black-and-white counterpart?

Compared to the latter, approxi-

mately how much more does the two-color ad cost?

Does such advertising run as part of a bulk contract or schedule?

Is it included on a special page reserved by other advertisers, or does it command run-of-the-paper choice by the building supply dealer?

Must the copy for such advertising be submitted to the typesetter earlier than that appearing in black-and-white?

And, finally, does such advertising bring satisfactory sales volume — enough, at least, to offset its greater cost?

S-B-S recently sought specific answers to these questions from two representative building supply dealers in the South. Both, in recent months, have been exploring the somewhat uncharted field (See *ADS BOOST BUSINESS* page 68)

"One of the South's Largest and Most Complete Building Supply Centers"

**JOHN-MARSHALL
ROOFING**
Regular Thick Tab
Per Square **\$7.88**

BUILDING BLOCKS
Limestone - 8 x 8 x 16-in. Steam Cured
Each **29c**
Glenwood - 8 x 8 x 16-in. Steam Cured
Each **26c**
Delivered Within 10 Miles Of Building

CEMENT
Per Bag **\$1.35**
Delivered \$1.00

MORTAR MIX
Per Bag **\$1.20**
Delivered \$1.00

**UP TO
36 MONTHS
TO PAY
NO DOWN PAYMENTS
ON REPAIRS
OR REMODELING
MONTHLY PAYMENTS**

**8-10 and 16
Common
NAILS**
Regular \$14.00
100 lb. Bag **\$11.98**

**Free Delivery
Up To 50
Miles**

**Dried To Kiln Dried
WEST COAST FIR FRAMING**

2x 6's - 8, 10 & 12 ft.	For 1000	\$90
2x 8's - 8, 10 & 12 ft.	For 1000	
2x 10's - 8, 10 & 12 ft.	For 1000	
2x 4's - 14 to 16-Foot	For 1000	
2x 6's - 14 to 16-Foot	For 1000	
2x 8's - 14 to 16-Foot	For 1000	
2x 10's - 14 to 16-Foot	For 1000	
2x 4's - Fonderosa P. or T.P. 2x 6's - 8-10-12 ft. For 1000 - \$90.00		
2x 4's - Douglas Fir 2x 6's - 8-Ft. For 1000 - \$100.00		

Oak Sub Flooring Per 1000 **\$75.00**

1x12 - SHEATHING Kiln Dried Ponderosa Pine Per 1000	\$105	SHEATHING T & G. Per 1000	\$98
---	--------------	--	-------------

**Kiln Dried, End Matched 2 1/4-in. Face
OAK FLOORING** Per 1000 **\$189** Per 1000 **\$119**

"Your Frigidaire Dealer"

GRAY

Lumber Company

1 Mile From Beaufay
On Crab Orchard Road

Telephone
CL 5-4242, CL 3-2360
CL 5-2666, CL 5-2666

Dealers Penn Waller of Savannah, Ga., and Tom Gray of Crab Orchard, W. Va., cite business pick-up as a result of color in their regular newspaper advertising, at left and below. The Gray Lumber Company ad, 5 columns by 13 inches, had background, product names and prices in red. The Waller ad, 2 columns by 4 inches, had the border, prices and "Penn Waller Says" and "Special" in red.

**Penn Waller
Says:**

We Got Roofing
Any Kind You Want
SPECIAL

45-lb. BULL.....	\$2.75
55-lb. BULL.....	\$3.50
90-lb. BULL.....	

**NOW IS THE TIME FOR
REPAIRING OR BUILDING
THAT DOCK — WE HAVE
CYPRESS OR TREATED LUMBER**

**SPEND YOUR MONEY IN SAVANNAH
WITH SAVANNAH MERCHANTS**

WALLER LUMBER CO.
President & Randolph
Editor — Any Kind You Want

AD E-3071

By BEATRICE MILLER

Since 1955, Barber and Ross of Washington, D. C., has marketed some 1,600 prefabricated packaged homes, such as the Sun Valley, at right, a three-bedroom model priced at \$3,695. Firm's ultra-modern store and office building, below, was completed last fall.



The 'Packaged' Home *is their profit-producer*

Barber and Ross Co., reputedly the largest building supply house of its kind in Washington, D. C., has sold more than 1,600 prefabricated packaged houses since October, 1955. That was when the company's first three-bedroom rambler-type frame home, completely furnished and landscaped, was viewed by the public.

"We could have produced and sold twice that number if financing in a tight-money market had not been our biggest problem," said Department Manager A. J. Renner, citing the sale of 200 homes in '55, 500 in '56, and over 600 in '57. "There's a great need for a well-designed modern home of good value for lower- and medium-

income groups in this area."

The packaged home comes in two-, three-, and four-bedroom models and prices range from \$3,195 for a four-bedroom model with no basement, to \$5,595 for the four-bedroom, two-bath model with basement.

Although the company started out to serve the individual home-owner, Barber and Ross now divides volume equally between builder and home-owner. A packaged kitchen, with packaged plumbing and heating systems can be sold with the house if the customer desires. About 25 per cent of the homes purchased by homeowners are put up by Do-It-Yourselfers, who are given a handbook of complete instructions, supplemented by experienced help from three field inspectors who unsnarl unforeseen difficulties.

Parts are fabricated in the shop, with exterior wall panels and sheathing, roof trusses, windows and interior door units completed on air-operated jig tables and with stapling guns by a 13-man shift.

About 90 per cent of the homes are handled through banks and lending agencies, the remainder, for cash. While customer credit can furnish materials, the company is required to guarantee completion of the home for local building and loan institutions and mortgage brokers. In starting out on a packaged house, this type financing is the hardest for the dealer to obtain.

Another problem to dealers in the packaged house game is lack





About 25 per cent of B&R's packaged home buyers are Do-It-Yourselfers who tackle their own home-erects. In the case of this College Park, Md., packaged deal, at left, all work was farmed out.

of uniformity in building codes specified by different counties.

Vital to holding down delivery costs of materials is the careful checking of each packaged item shipped, to avoid a second trip.

A customer notifies the dealer two weeks in advance when he is ready for a succeeding shipment of materials. In accordance with the contract, he must have sufficient help on hand to assist in the unloading. Two truck deliveries are required for each house, which has to be completed within nine months. A good scheduling system is essential to the dealer for flow of materials from supplier. A dealer must work closely with his supplier to see that materials are obtained when they are needed.

"Our marketing of packaged houses has benefited every department in our operation — lumber, structural steel, building materials, hardware, appliances, garden power equipment and garden supplies," said Renner. "We would not have sold this volume if we had no package house to sell."

In production line, house variations to suit customers are permissible only beyond the basic structure. While added lengths are

furnished in four-foot increments, changes in depths or panel openings are impossible because they would destroy production procedures and costs.

In marketing a sample home, a good promotion program is a necessity, Renner pointed out. Some 50,000 brochures were distributed, newspaper advertising run daily for the first month in both local and suburban papers,

and six daily radio spot announcements. All company trucks carried news of the new package home and signs were left at building sites. The promotion program has not relaxed since its initiation in 1955, and it continues to bring out hundreds on weekends to view the model houses, and a couple of hundred throughout the week.

The company has introduced three new split-level and Cape Cod traditional models.

"We have made changes in our earliest models, adding an extra half-bath and giving our roof a wider overhang. Our experience, combined with threshing out problems at Institute meetings, has put us in a better position to know what the market wants and how to supply it," Renner said.

Nine outside company salesmen were put through a three-month period of intensive training in the construction and financing of

(See PACKAGED HOME page 65)

This "amateur" packaged home builder examines a display in the firm's aluminum window unit department. It is one of many comprising Barber and Ross operations, originally founded as a hardware business in 1878.



They Stack Up Plywood Sales

with their 'one-man dealer shows'

By HAL M. NEWSOME

"Training retail lumberyard salesmen to know our products better has long been one of our principal aims," emphasized Branch Manager Gerry Lehman of the United States Plywood Corporation in Miami, Florida.

"We believe that no matter how many thousands of dollars are invested by us — as well as by retail dealers — in plant, stock, equipment, and skilled management, we are still at the mercy of the individual 'man-at-the-counter,' whose know-how and resourcefulness constitute the final link between us and the ultimate customer.

"If the salesman is in doubt about the stock carried or lacks specific information requested by customers, our entire service falls apart in the latter's eyes and he loses confidence in us all.

"For this reason, one of our U. S. Plywood salesmen, Bob Fletcher, has been working for two years on a sustained program of plywood education for lumberyard salesmen. The program, thus far, has shown substantial results by multiplying inquiries about and sale of specialty products among outlets not previously handling them," Lehman pointed out.

Fletcher, who does all the soliciting and most of the instruction connected with the half-day capsule course, refers to it as a "one-man show." This, he explains, is because retail lumber salesmen are brought into the wholesaler's warehouse one-at-a-time by special appointment.

About 50 salesmen have thus far visited the plant for the three-hour, personally-conducted tour, ordinarily beginning with lunch. In all cases, a definite gain has



Training retail lumberyard salesmen to recognize the selling points of its products has been a major objective, during recent years, of the United States Plywood Corp. Discussing aspects of the company's "one-man dealer shows" in Miami, Fla., above, are Branch Manager Gerry Lehman, right, and Bob Fletcher, U. S. Plywood salesman and program instructor.

been made in personal good-will and confidence in the company's lines and service. A broader, more exact knowledge of the products, together with their use, is also established.

One of the first steps undertaken by Fletcher is the introduction of the salesman to the branch manager, and then to members of the order-taking staff. These staff members are the boys who come up with quick answers and accurate information when a retail salesman calls for assistance over the phone. Therefore, it is important that he feel confidence in the staff and the service it performs.

After meeting them, the sales-

man is then shown the order routine and the perpetual inventory control maintained for his benefit. It is felt that the personal contacts are invaluable in creating favorable climate and lasting good-will.

When staff members, following a salesman's visit, receive his order for a specialty item, they have obvious proof that Fletcher's system is working. They see firsthand that the salesman has learned to think of U. S. Plywood when need arises. An additional advantage is the fact that the man is less liable to bargain-shop, but, rather, is willing to sell a product he actually knows.



U. S. Plywood's "one-man shows" at the Miami warehouse are so designated because, by special appointment, retail lumber salesmen are brought into the wholesaler's warehouse one-at-a-time for thorough briefing in plywood by instructor Fletcher. Some 50 salesmen have thus far paid visits to the plant for the three-hour bone-up session.

At top, Fletcher points out to salesman-pupil a mismatched groove panel, while above, he explains uses of a side-hinged wall display panel.

As Fletcher conducts the tour through the plant, many salesmen are informed about new products that they previously were unaware existed. Each man, furthermore, is taught various applications, methods of which are implemented by a basic plywood information handbook which is presented to him at the outset. With such tools plus the knowl-

edge that all visible items are available for immediate delivery, there is — in the company's opinion, at least — no further excuse for vague answers from lumberyard salesmen striving to answer specific customer questions on the subject of plywood.

Years of sales interviewing have convinced Fletcher that many salesmen knowing much about

plywood, know surprisingly little about its trade names. And he opines that plywood is not alone the line that should be learned. To the contrary, he feels that salesmen must familiarize themselves with multiple building supply items. Each aspect is worthy of a separate training course, in his mind, to maintain effective service between wholesaler and dealer.

Fletcher recognizes the fact that another main objective of the program is to increase sale of proprietary high-profit plywood specialty items. Many of these do not sell because dealers know too little about them and fail to show samples. To correct this, Fletcher assists dealers in securing samples and stocking a moderate inventory for specialty display. Many put in a skeleton stock of 10 special panel pieces, while others buy the complete \$170 "panel parade" display, large enough to give customers a clear idea of the varied and decorative finishes and grains available to them.

The company has observed that, once displays are set up and specialized training acquired by the retail salesman, the promotion continues to pay dividends to the dealer. Thus, for the dealer, it is an inexpensive investment, leading to better service and bigger profits. And this is the most effective argument that Fletcher has found to persuade dealers to send their salesmen to Miami.

Hardwood plywood is a field in which most dealers require more knowledge. Few salesmen know the difference between plain-sliced and quarter-sliced veneers. Others can not read grade-markings quickly for price and other comparisons. This is one reason why dealers are urged to bring their home-building customers to the wholesaler, so that customers may select their own paneling.

Fletcher believes that more plywood specialties would be sold if dealers would advertise them by name. He points out that this technique is used in local hardware advertising to tie-in with national advertising campaigns.

The large and varied stock contained in U. S. Plywood's 24,000-square-foot Miami warehouse is said often to be a revelation to visiting salesmen. And from the assortment of plywood products contained therein, combined with their improved knowledge thereof, visiting salesmen acquire the know-how to boost dealer sales.

Jobbers' Success Story

Is No 'Tall Texas Tale'

Members of the Dallas Lumber Wholesalers of Dallas, Texas, have made solid progress with their small and informal organization in slightly more than a year of organization.

Although the 11 active members representing seven Dallas wholesale firms have made no concerted bid for publicity through a crusade, they have moved with deliberation and decision toward goals of the organization.

These are to promote the use of wood and wood products, protect established channels of distribution and maintain standards of integrity, honesty and service which will be a credit to the lumber industry.

Indicative of this organization's approach to its problems is a recent survey, which involved mailing a questionnaire to 117 retail dealers in Dallas county. Compared with many such surveys, the response was excellent with 29-plus per cent or 34 replies.

Some of the questions and reactions were:

"Would a campaign for 'all grade-stamped lumber' in our building codes be beneficial to lumber dealers?" Yes, 26; no, 4; perhaps or don't know, 4.

"Do you feel that any specific revisions of local building codes and developers' restrictions which restrict the use of lumber would be beneficial to the dealers, builders and public?" Yes, 24; no, 7; undecided, 3.

"Would a local 'clearing house' of technical information regarding lumber, grades, etc., be of any help to retailers or architects?" Yes, 27; no, 5; undecided, 2.

Some of the unidentified comments that came in with replies were:

"We would stock grade-marked lumber 100 per cent if the majority of reputable Dallas lumber

dealers agreed to stock only grade-stamped lumber."

"Anything that could be done to stop some of the trash that is going into the market here in Dallas would benefit all of us. Suggest you try to get the help of the local retail association."

"I think you are on the right track and I think some of the retailers would be glad to help. I know I would."

"It seems your organization is heading in the right direction. I sincerely hope our comments are of some value."

"We feel that you wholesalers are to be commended for trying to further the use of more and better grades of lumber in Dallas homes."

Individual and firm members of the association are: Jack and Jim Rawles, Rawles and Son; J. B. Cline and Herbert Moses, Moses and Cline Forest Products; Sylvan H. Marks, S. H. Marks Company; Wayne Kear and Joe Douthat, Putnam and Jones; Al and Dick Slaughter, Slaughter Brothers, Inc.; Ben Varner, Varner Lumber Company; Nard Chambers, W. F. Nelson Lumber Company.

Jim Rawles is the current chairman of the group, but this honor and responsibility is passed around (See TEXAS JOBBERS' STORY page 66)



Although 11 active members of the Dallas Lumber Wholesalers of Dallas, Texas, have made no bid for publicity through crusade, they have gone far in promoting use of wood and wood products in their area, as well as protecting established distribution channels. Seven of the 11 members rounded up for this sitting are (front, l. to r.) S. H. Marks, Al Slaughter, and Nard Chambers, backed by (l. to r.) J. B. Cline, Ben Varner, Wayne Kear, and Jim Rawles, current chairman of the group.



Dealer's Fishing Trips Turn Prospects into Customers

Ernest Scrivener, president of Scrivener's, Inc., in San Antonio, Texas, combines business and pleasure with an abandoned city bus which he rebuilt into a "club-on-wheels."

Every week-end from spring 'till fall, this enterprising building supply dealer heads for the Gulf of Mexico or some other likely fishing spot in his bus. He takes along as his guests either good customers or good prospects; and seldom does a prospect who has gone along on one of these expeditions fail to become a good customer.

At top, five fishermen prepare to board the bus for a week-end trip. The bus sleeps as many as eight men, and contains everything needed for comfortable living.

At left, host Scrivener prepares a hot dinner, cooked aboard bus, for his guests. The bus contains an adequate galley.

At bottom, the fishermen enjoy their dinner. There is plenty of room inside the bus for dining, snacking, and relaxation.



By RICHARD LANE

Business is good and the Fischer Lime and Cement Company of Memphis, Tennessee, is really going after it!

Two novel "rolling showrooms" are picking up sales at dealers' doors and at contractors' job sites.

For what is claimed to be the first time in Memphis and vicinity, those in the market for building materials and specialties may now utilize a new and convenient service offered by Fischer.

Their two "rolling showrooms" — eye-catching Volkswagen delivery vans — are fully equipped with product samples, up-to-date technical information on their use, as well as courteous personnel to render prompt service.

They are at the beck and call of dealers and contractors throughout the area, thus facilitating the time-consuming task of selecting building materials at point of use.

The convenience of Fischer's "rolling showrooms" is readily recognized. When materials for remodeling and room addition jobs, such as shingles and bricks, must be faultlessly matched, selection at the job site is now a reality.

Inside each "rolling showroom" is an array of building materials and specialty items displayed on doors, walls, and ceilings.

For example, on the right side is a display of Alsynite Fiberglas panels, with indication of the weight, color, design, and finish. On the left side are displays of Panelyte and Colorshakes. Among the visible samples of Panelyte plastic laminate are 19 new patterns and colors. Colorshakes on display are 18" red cedar machined shakes of random widths, available in 10 colors for application to outside walls.

Easily visible from the outside, as well as from the inside, is a display of new Bel-Air design Kwikset locksets.

Facing the doors from the inside is a display of Marlite, long used for distinctive interiors, next to which is a panel of Seadrift, newest addition to the Masonite line.

At the front of the display area is a working model of the Beautyline Foldoor, a space-saving fabric-covered folding door.



The two "rolling showrooms" of the Fischer Lime and Cement Company of Memphis, Tenn., are trim Volkswagen vans, chock-full of product samples. Smiling, courteous personnel and prompt service go over big with dealers.

Jobber Markets Wares

Via 'Roving Showrooms'

Also carried in the "rolling showroom" are samples of face and common brick, concrete blocks, patio blocks, concrete and masonry specialties, acoustical ceiling tile, Barrett roofing, adhesives, specialty nails, sheathing, insulation, masonry paint, metal windows, and other building items.

Why did Fischer choose Volkswagen delivery vans for their "rolling showrooms"?

Explained a company official: "The Volkswagen delivery van is

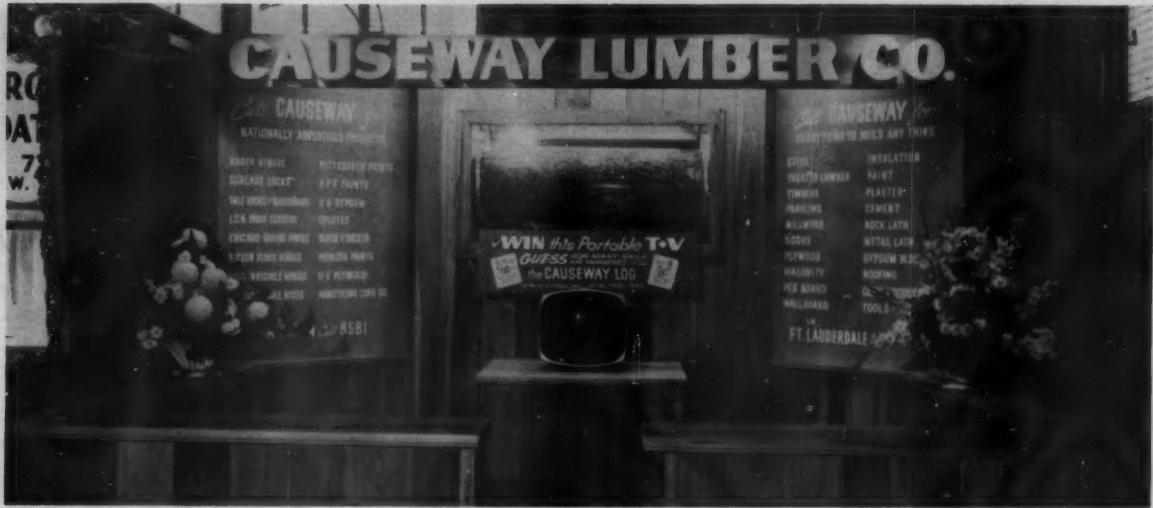
inexpensive to operate, suitable for display arrangements, and has the best advertising possibilities.

"Investigation of the operation costs of other Volkswagen van owners revealed that the vehicle averages 20 to 25 miles per gallon on regular gasoline, and that total operation expense is slightly under two cents per mile.

"As for suitability of body, the double doors on the curb side of the body, when open, provide just the right effect to arouse custom-
(See ROVING SHOWROOMS page 68)



An array of building materials and specialty items hang from doors, walls, and ceilings of the Volkswagen "rolling showrooms." Their convenience is readily recognized around the Memphis area. When such items as shingles and bricks must be matched on the job site by a dealer, Fischer's merchandiser-on-wheels facilitates his time-consuming task of selection.



Log-Nail Contest Boosts Prospects

If you were listening to your radio in or around Fort Lauderdale, Florida, the last two weeks in February and the first two weeks

By **PENN ANTHONY**
S-B-S Editorial Staff

in March, you probably heard this unusual little ditty, to the tune of "Old MacDonald Had A Farm":
Causeway Lumber Company
Everything to build —
Anything, no matter what,
Your order can be filled.
A little load here, a big load
there,
Little load, big load, half load,
full load,
Great big piece, little bitty nail
Hardware, plywood, redwood,
knotty pine,
Anything to build it with —
Causeway's in the lead.
And if you listened further, you

A log-nailing contest packed visitors at the Broward Builders Exposition in Fort Lauderdale into the unusual cypress-paneled exhibit of the Causeway Lumber Company, which is shown above. The newspaper ad, at left, and similarly-designed folders drew Floridians into this dealer's store for a month before the big home show.

The actual number of nails put into the log was 8,357. The television prize-winner guessed 8,355. A Norwegian, Hans Engebretsen, is seen in sweater, in photo at right, receiving congratulations from Causeway's manager, Gene A. Whiddon. Field salesman Walter Colby, in background, created the contest idea.

heard how this enterprising lumber dealer was able to "log up" some additional sales and prospects.

Old MacDonald had a farm — but the Causeway Lumber Company had a log. This log was a big attention-getter in a highly successful promotion by this Florida lumber company at the Broward Builders Exposition.

Here's the way it worked:

The first part of February, Causeway's Manager Gene Whiddon ran an ad in the *Fort Lauderdale News*, inviting everyone to come to the Causeway Lumber Company at 2701 Andrews Ave. (See LOG-NAIL CONTEST page 64)





Here's a Tilt that's a winner

NEW WEPCO

versa-tilt

3-track tilt combination window

- Easily-operated, trouble-free push-button latches!
- No metal-to-metal contact . . . complete vinyl weather-stripping!
- Completely assembled . . . pre-punched installation holes!

A beautifully designed self-storing window with panel inserts that tilt-in for easier cleaning. Extra-rugged aluminum frame . . . rigid screen section. Rattle-proof . . . fully concealed hardware. For blind stop or overlap installation.

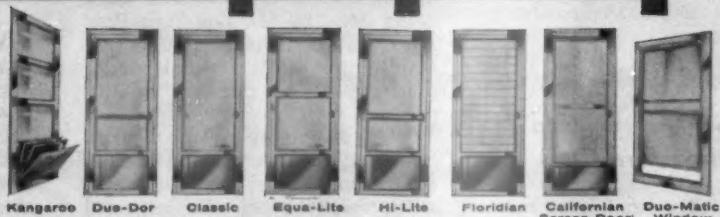


For full details on
liberal co-op Ad plan and
merchandising aids . . . write to:

WEPCO

Litchfield, Illinois
A Division of The Weather-Proof Co.

stock . . . sell
WEPCO . . .
more than ever . . . the
most complete line
of combination
windows and doors.



Distributed In This Area By:

Central Warehouse Corporation

Bristol, Virginia

Sash Door & Glass Corporation

Richmond, Virginia

ASSOCIATION ACTIVITIES

33 DEALERS STUDY ESTIMATING AT VIRGINIA CLINIC



Pictured above are 33 enrollees of the Estimating Clinic Class sponsored by the Virginia Building Material Assn., recently, at the Jefferson Hotel in Richmond. James P. Adams, author of the Adams Differential Method of Estimating, conducted the clinic, which was hailed as a tremendous success.

Seated, from left to right, are: J. H. Bush, Lester E. Andrews, Philip R. Roper Jr., O. E. Parker, Orville Pence, Haynes R. Bridgers, James P. Adams, Melvin Moran, Pinckney Eve, Fred Mason, R. E. Andrews, and Lester Scott.

Middle row: John Eubank, Keith Morris, Charlie Martin, Franklin Borden, Dave Dunkinson, Hugh Miller, Cecil

Critzer, James A. Williams, James C. Campbell, George H. Burton, and James Brame.

Back row: Gene Pietrowski, Billy Martin, Ed Propes, Boyd Hawthorne, G. W. Coleman Jr., Roger Hough, John R. Janney, Herbert W. Carey, B. R. Perry, Frank J. Cairns, and George Switzer.

VBMA conducted a series of Salesquest meetings in 15 Virginia towns during the month of April for management and other salespeople. Following dinner, the meetings featured two films — "Chuck Woods," giving pointers on good salesmanship, and "Installment Selling," a slide film on time-payment sales. A brief discussion period followed the films, with salespeople relating sales experiences.

VBMA Says Construction Financing Is Scarce

A recent survey conducted by the Virginia Building Material Assn. revealed that 32 per cent of Virginia dealers (15 per cent national) find funds for construction financing scarce.

While only 35 Virginia dealers responded to the survey, it was surprising to see how closely Virginia figures parallel the national percentages, a VBMA spokesman commented.

Lumbermen Merge into One Southeastern Club

At the 11th annual joint meeting of the Southeastern and Carolina-Virginia Lumbermen's Clubs in Augusta, Ga., recently, members voted to merge the two clubs into one, retaining the name and by-laws of the Southeastern Lum-

bermen's Club. A committee composed of Pete Bruce, Gene Byrd, Sam Houston, and E. A. Scott was appointed to work out the details.

Brady Belcher of Centreville, Ala., chairman of the Southern Pine Inspection Bureau, spoke on "Crusade for Standards." He stressed the necessity of quality products by the lumber industry, pointing out that the customer now has such a wide selection of products that he can afford to be discriminating. He reviewed work being done by the Southern Pine Assn. and SPIB for promoting and maintaining higher standards of pine lumber to assure a quality product.

J. L. Flemming, traffic consultant of Birmingham, Ala., reviewed the industry's fight for equitable freight rates. He reported that a 20-per-cent reduction in lumber rates between all points in the Southeast had been granted.

Robert F. Darrah, secretary of the Southern Wholesale Lumber Assn., urged the industry to unite

in a concerted effort to cooperate with the railroads.

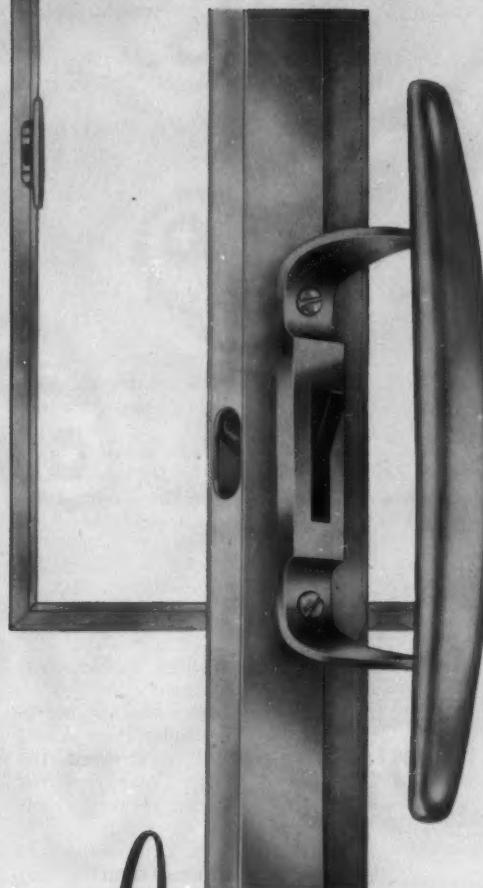
F. J. Hallaron, assistant secretary of the Southern Pine Assn., New Orleans, La., stressed the need for promotion in the industry and briefly described the efforts of SPA in this direction.

E. A. Clevenger, vice-president of the Corley Manufacturing Co., Chattanooga, Tenn., talked on "The Art of Selling."

SWA Has New Treasurer

Harold E. Waddill, president of the Adair Lumber Co., Kansas City, Mo., has been appointed treasurer of the Southwestern Lumbermen's Assn. He fills the unexpired term of Phil E. Bruner, treasurer of the association since 1955. He had to retire the position due to new responsibilities with the Foster Lumber Co., which necessitated his being out of Kansas City frequently.

Did you say Hardware?



Capri
CADET

ALL ALUMINUM SLIDING GLASS DOORS

*Write for complete details on the
profit making Capri CADET and
the beautiful new "CROWN" handle.*

Yes—
we said
hardware!

the most
luxurious
sliding glass
door hardware
in the nation.



Hardware hardly seems the right name for this glamorous new "Crown" handle designed by specialists for the Capri CADET Sliding Glass Door. With this lovely satin-chrome handle, the Capri CADET is the most beautiful and the finest operating sliding door in its price class . . . anywhere. Here is a door which will *sell itself* to builders of all types of homes, from the smallest tract home to the custom deluxe. The Capri CADET is a low-cost sliding glass door with beauty and features present only in doors selling for much more. Completely water-tight . . . all aluminum with smooth alumilite finish . . . unhandled outside sliding units . . . and *the most luxurious hardware in the nation.*

T. V. WALKER & SON, INC. • 217 N. Lake St. • Burbank, Calif.

Please send information on the Capri CADET

Dept. C-78

NAME _____

COMPANY _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____



Their famous quality offers you a great opportunity!

You'll get a new kick out of selling when you handle Andersen WINDOWWALLS. Callbacks on owner complaints are rare.

And there's none of this business of *trying* to prove you've got a good window . . . you've got the best!

Builders, homeowners, everyone you sell already are familiar with Andersen WINDOWWALLS' beauty and quality. Those who have Andersen WINDOWWALLS are proud of them. A good share of those who don't have them would like them. Profits couldn't be more promising.

Andersen WINDOWWALLS are not only No. 1 in the industry, they're growing bigger. And growing with them is as easy as becoming an aggressive Andersen dealer. So pick up your telephone and call one of the Andersen distributors below. Or get all the facts you want by writing Andersen Corporation, Bayport, Minnesota.

← *Andersen Casement Windows, Charles Klopp, Architect*

Andersen Windowwalls are quickly

available from complete stocks of these distributors

ALABAMA

Birmingham Sash & Door Co., Birmingham

FLORIDA

Huttlig Sash & Door Co., Jacksonville

GEORGIA

Huttlig Sash & Door Co., Atlanta

KANSAS

Rock Island Wholesale Co., Wichita

United Sash & Door Co., Wichita

KENTUCKY

Huttlig Sash & Door Co., Louisville

Weyerhaeuser Distributing Yard, Louisville

LOUISIANA

Davidson Sash & Door Co., Alexandria, Lafayette and Lake Charles

New Orleans Sash & Door Co., New Orleans

United Sash & Door Co., Baton Rouge

MARYLAND

Morgan Millwork Co., Baltimore

MISSOURI

American Sash & Door Co., Kansas City

Lumbermen's Supply Co., St. Joseph

Huttlig Sash & Door Co., St. Louis

Imse-Schilling Sash & Door Co., St. Louis

Toombs & Co., Springfield

NORTH CAROLINA

Huttlig Sash & Door Co., Charlotte

TENNESSEE

Huttlig Sash & Door Co., Knoxville and Nashville

Memphis Sash & Door Co., Memphis

TEXAS

Davidson Sash & Door Co., Austin

Huttlig Sash & Door Co., Dallas

VIRGINIA

Huttlig Sash & Door Co., Roanoke

Morgan Millwork Co., Arlington



ANDERSEN CORPORATION • BAYPORT, MINNESOTA

OLA 'Roving' Courses 'Boast Best Attendance to Date'



THE OKLAHOMA Lumbermen's Assn., in conjunction with Oklahoma State Tech., has held two of its "roving training courses." Both sessions reportedly were a big success.

A pilot school was held during early spring to work out the details of the course, under the direction of R. A. Parker, chairman of OLA's Educational Committee. The general curriculum included sessions on salesmanship, merchandising, advertising, floor displays, blueprint reading, specifications, FHA minimum requirements, construction and cost estimating.

These roving courses are the first attempt by the OLA to bring training courses to the local com-

munities throughout the state. The courses permit dealers to train all their personnel without taking them off the job. Also, no travel away from home eliminates much of the customary expense of such training.

The courses are conducted with four noonday luncheon meetings, from 12 to 2 p.m., for owners and top management. Four evening sessions from 6 p.m. to 10 p.m. are conducted for male and female personnel, including assistants, countermen, bookkeepers, yardmen, and truck drivers. The noon meetings are keyed to management problems, and the evening sessions to personnel problems.

The second roving training course was held in Sulphur, Okla.,

recently. It reportedly received the largest attendance of any training course ever offered by the Oklahoma association.

At the Sulphur meeting, the noon speakers for Tuesday and Wednesday were Fred Bowden of the Oklahoma City FHA office, who spoke on "FHA and How You Can Raise the Appraisal Valuation of Houses Built," and Henry Lewis of Allied Building Credits, who instructed owners and managers on the subject of finance.

At night, William A. Scott, head of the drafting department at Oklahoma State Tech, instructed personnel on "Blueprint Reading, Drafting, Specifications and FHA Minimum Property Requirements." James Brian, head of the retail lumber department at Oklahoma State Tech, lectured on "Construction and Cost Estimating."

Harry Canup, independent sales consultant to business and industry, of Oklahoma City, was speaker at all meetings on Thursday and Friday. He spoke to owners and top management on "Cost of Doing Business" and "Markets in the Retail Lumber and Building Material Dealer's Field." At the night sessions, Canup discussed salesmanship, business methods, product knowledge, and human relations.

Secretary - Manager W. M. Morgan of the Oklahoma Lumbermen's Assn. announced that any revenue received other than the actual expense of the courses will be placed in a sinking fund at Oklahoma State Tech. This money will go to the purchase and maintenance of a traveling van equipped for displays and demonstrations of products, services, and new ideas of the industry.

OFFICERS OF GEORGIA DEALER ASSN.



Harrell C. Murray, center, of the Savannah Lumber Co., is the new president of the Building Material Merchants of Georgia, Inc. He is seen getting a handshake of congratulations from Herbert G. Drews, executive secretary of the association. At left is Oertell Collins, Savannah, N.R.L.D.A. dealer-director.

Murray succeeds E. H. Chambers of Gainesville. B. W. Fleming of the DeJarnette Supply Co., Atlanta, was elected vice-president.

make extra income without doing a thing!

with the new *Glide-Master*.

"SILENT SALESMAN"

— a powerful multi-colored display
that holds extra profits for you.
Specifically designed to demand
attention and sell *Glide-Master* folding
and sliding door hardware on sight!

SELLS FOR YOU! The *Glide-Master* "silent
salesman" is always on duty. Attracts the
prospect—creates desire—invites impulse buying.

DEMONSTRATES FOR YOU! Working
models are a part of this big *Glide-Master* dis-
play Customer can operate it himself. He sells
himself too.

KEEPS INVENTORY FOR YOU! Com-
plete floor stock is kept in neat package units.
No loose pieces to be lost or removed.

It's all profit
and no work for
the man with
a *Glide-Master*
"silent
salesman"
display. Sells
folding and
sliding door
hardware
on sight!

ORDER YOUR *Glide-Master*
"SILENT SALESMAN"
NOW AND START MAKING
THAT EXTRA MONEY!

Glide-Master

finger-tip control

SLIDING and FOLDING
DOOR HARDWARE



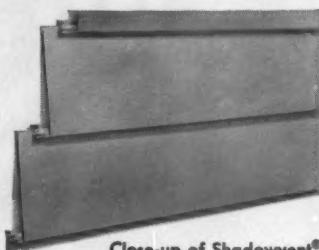
FROM THE AUTOMATION PLANT OF ARTHUR COX & SONS, INC., PASADENA, CALIF.



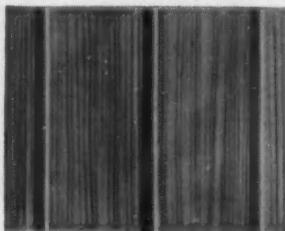
contact your *Glide-Master* supplier or write direct to

ARTHUR COX & SONS, INC.
70 North Sycamore • Pasadena, California

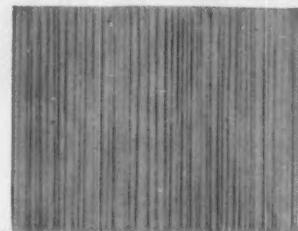
MASONITE makes the news



Close-up of Shadowvent®



Close-up of Ridgegroove® panel



Close-up of Ridgeline® panel

New products increase your sales of all

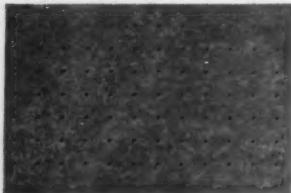
MASONITE PANEL PRODUCTS

It's like a chain reaction.

Take the builder, for instance, who has learned how to save application costs and add distinctiveness with Masonite® exterior panels.

When Masonite introduces a new panel product, such as Misty Walnut, the builder is interested. So are architects, home owners, commercial buyers and everyone else who has bought Masonite panels from you.

As the Masonite line grows, so grow your profits. Stock and display the new Masonite panel products along with all the time-tested favorites in the Masonite line. Talk to your Masonite representative. Or write Masonite Corporation, Dept. SBS-7, Box 777, Chicago 90, Ill.



Peg-Board® panel



Misty Walnut panel



MASONITE
Panel Products

©Masonite Corporation—manufacturer of quality panel products.

SILENT SALESMEN

SACKED ALUMINUM NAILS

Temprite aluminum nails are available in transparent polyethylene bags in quantities ideal for the Do-It-Yourself buyer. From 15 to 100 nails are sealed in a bag, depending on the size and type of nails.

Each bag has a saddle label with both the price and type of nail printed on it. Suggested nail uses are printed on the back of the label.

Temprite aluminum nails are packed 150 bags per carton. A 24" square perforated-hardboard display, with aluminum trim, is included.

Contact: Phifer Wire Products, Dept. SBS, P. O. Box 9007, Tuscaloosa, Ala.

POLE CONSTRUCTION MOVIE

To further inform contractors about the uses and construction methods of pole buildings, and to help them present the pole building story to customers, the Dow Chemical Co. has produced a 17-minute, 16mm color, sound film.

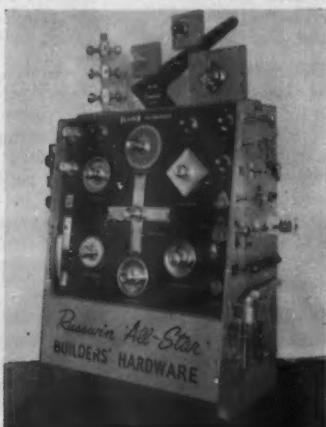
"Twice for the Money" shows a huge industrial building under construction. Many examples illustrate industrial applications of the economical pole-type construction.

Contact: The Dow Chemical Co., Dept. SBS, Midland, Mich.

GIANT HARDWARE DISPLAY

A rolling display over 6' high is designed to boost impulse buying with its merchandise display of over 50 Russwin hardware samples.

Included on the Superette display are wood, ceramic and metal knobs



with escutcheons, latches, stops, hooks, handles, bolts, door closers and residential hardware for practically every need.

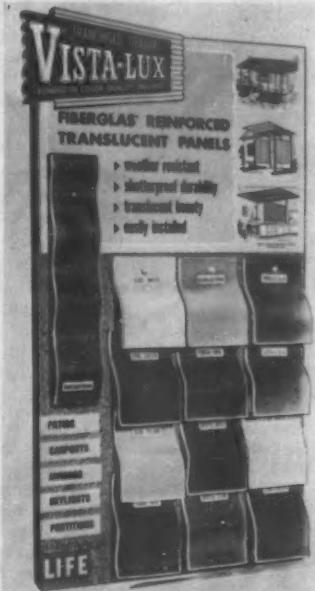
Four shelves are built into the back of the display for stock. The Superette occupies 3' of frontage and is 20' deep.

Contact: Russell & Erwin, Dept. SBS, New Britain, Conn.

PANEL DISPLAY

A graphic peg-board wall display holds 12 color samples of Vista-Lux reinforced Fiberglas structural panels.

The Vista-Lux line includes a



variety of corrugated, step-down and flat sheets. For industrial use, Vista-Lux offers glazing sizes and weights, in cut-to-fit panels and panes up to 4x12'.

Contact: The Vista-Lux Corporation of America, Dept. SBS, Beltsville, Md.

CEILING-TILE SHOWCASE

The Armstrong Ceilings Center includes a removable panel that shows how ceiling materials look installed; furring strips for a Do-It-Yourself installation procedures, and a literature rack.

One of the two display boxes is lined with Armstrong CUSHIONTONE to demonstrate its sound-proof qual-



ties. Perforated hardboard holds hammers, chalk lines, and staple guns. Beneath the unit is space for storing cartons.

Contact: The Armstrong Cork Co., Information Service, Dept. SBS, Lancaster, Pa.

VACATION CABIN PLANS

A Leisure-Time Home Plans Catalog is part of a promotion of the Douglas Fir Plywood Assn. to boost summer sales of plywood.

The full-color catalog illustrates 20 cabin designs, all utilizing plywood. Complete blueprints are available. The book is offered in a self-selling display carton. A free kit of newspaper advertising mats promoting the sale of leisure-time homes is also available.

Other Do-It-Yourself plans are offered, including eight boat plans, a water ski jump, pontoon, boat equipment locker, single craft boat house, storage cabana, gun and fishing cabinet, fishing tackle box, portable camp shelter, and outdoor serving wagon.

Contact: The Douglas Fir Plywood Assn., Dept. SBS, Tacoma 2, Wash.

ASBESTOS TRANSITE USES

A 32-page booklet entitled "Corrugated Asbestos Transite" illustrates uses of this material in all types of building.

The booklet lists all the pertinent properties and characteristics of Corrugated Transite and explains how the material is handled and worked with conventional equipment. Detailed drawings show how the sheets may be applied over steel or wood framing.

Contact: Johns-Manville, Dept. SBS, 22 East 40th Street, New York 16, N. Y.

MANUFACTURER NEWS

DALLAS, TEX.: Rolston Johnson has been appointed Dallas district manager for the Building Products Division of the **Armstrong Cork Co.** He formerly was a sales representative in the New Orleans area. He replaces A. A. Dunlap Jr.

ARDMORE, PA.: Donald D. Burris has been appointed manager of built-up roofing sales for the **Bestwall Certain-teed Sales Corp.** Burris has been with the company since 1949. He formerly served as roofing and siding sales division manager. Peter Williamson has been elected a vice-president of the **Bestwall Gypsum Co.** He has been a director of the company since 1957. Williamson is also a director and president of the Beaver Wood Fibre Co., Ltd., and the Bestwall Gypsum Co., Ltd., Canadian subsidiaries of Bestwall.

CHICAGO, ILL.: New merchant products development manager for **Kaiser Aluminum & Chemical Sales, Inc.** is Robert F. Watson. After joining the company in 1947, he subsequently served in sales and administrative positions. He is a mechanical engineering graduate of the University of California.

ATLANTA, GA.: Arthur F. Guyton has been appointed Southeastern division manager for **Chambers Built-Ins, Inc.** He will represent the company in Georgia, North Carolina, South Carolina, Florida, and central Alabama from Atlanta headquarters. Guyton was formerly connected with American Kitchens, Division of Avco, Inc.

GRAND RAPIDS, MICH.: George J. Macklin has been elected director and executive vice-president of **Dexter Industries, Inc.** He was appointed plant manager in 1957, and will continue to serve in this capacity. Before joining Dexter in 1950, Macklin served as vice-president of the Eagle Lock Co., and as general manager of Sager-Barrows, division of Yale & Towne Manufacturing Co.

BIRMINGHAM, ALA.: Harry C. Riddle is now dealer sales representative in northern Alabama for the **Masonite Corp.** He formerly was a partner in the Knapp Concrete Products Co. He is a graduate of Auburn Polytechnic Institute.

JOLIET, ILL.: John J. Schmitt has been appointed marketing manager of the **Kemlite Corp.** He was formerly manager of architects' sales for the Celotex Corp.

ENNIS, TEX.: The West Coast Door Co., has incorporated its Texas division as **Southwest Door Manu-**

facturers. It has begun construction on a new plant here.

BROOKLYN, N. Y.: Seymour T. Tyler has been named director of distributor sales of the **National Metal Art Manufacturing Co., Inc.** He was formerly sales manager for Formed Laminates.

EL SEGUNDO, CALIF.: Sylvan Z. Perry has been appointed advertising and planning director for **Filon Plastics Corp.** He joined the firm in 1957. Harold Zimmer will continue as advertising manager.

PORTRLAND, ORE.: Harris E. Smith has retired from the **West Coast Lumbermen's Assn.** after 31 years of service. He had been secretary of the association for the past 12 years. The author of basic publications on lumber cost-accounting, he has taken the lead in developing accurate, and useful cost and statistical information for sawmills and wood products plants.

JACKSON, MISS.: Florian H. Yoste has been named sales representative for the **Zonolite Co.** From headquarters here in Jackson, he will cover southern Mississippi and northern Louisiana.

LAKE WORTH, FLA.: Russell J. Mayhugh is now sales representative for **John W. Masury & Son, Inc.** in southeast Florida. He will serve the trade from headquarters here.

LOUISVILLE, KY.: Gilbert W. Allen of Birmingham, Ala., has been appointed to the staff of **Thomas Industries, Inc.** as a lighting specialist. His territory will cover Alabama, West Tennessee, and Pensacola, Fla. This University of Tennessee graduate was formerly vice-president and sales manager of Cary Chapman & Co. in Birmingham.

KANSAS CITY, MO.: New engineering representative for the **W. S. Dickey Clay Manufacturing Co.** is Ernest Fields. He will work out of the company's home offices here. Fields earned his B.S. degree in ceramic engineering from the Rolla School of Mines, Rolla, Mo.

DALLAS, TEX.: **Fullview of Texas**, a subsidiary of Pacific Bolt Corp., has completed an expansion move into a new 25,000-square-foot building. Eddy Mann is manager of this firm that makes aluminum-frame sliding glass doors and windows.

EASTON, PA.: Norman O. Wagner has been elected senior vice-president of the **Alpha Portland Cement Co.** A civil engineering graduate of the University of Missouri, he join-

ed Alpha in 1953 as assistant vice-president of sales. In 1955 he became vice-president of sales, and in 1956 was named to the board of directors. Ernest F. Brownstead, Richard L. Rhodes, both of Easton, Pa., and Joseph D. Bell of New York City, are also newly-promoted vice-presidents.

PHILADELPHIA, PA.: New assistant sales manager for the **Dissston Division, H. K. Porter Co., Inc.** is James M. Crawford. Crawford formerly served as sales manager of **Lectrolite Corp.**, Defiance, Ohio. He holds a masters degree in marketing from New York University.

VERO BEACH, FLA.: **Templin Associates, Inc.** has announced the following companies to be licensed suppliers and builders of **Templin Truss Lock Trusses** and engineered roof framing: Chapman Lumber & Supply Co., Chapman, Ala.; **Muscogee Millwork & Supply Co.**, Columbus, Ga.; **Coffman Lumber Co.**, Hagerstown, Md.; **Devlin Lumber & Supply Co.**, Rockville, Md.; **Washington Lumber Co.**, Baltimore, Md.

MIAMI, FLA.: Robert C. Jordal has been named general sales manager and Edward Peyser assistant general sales manager for the **Superior Window Co.** here.

NEW YORK, N. Y.: George H. Day has assumed the new post of general manager of screen products of **Chicopee Mills**. From headquarters here he will supervise manufacturing, sales, and advertising of fiber-glass screening for the Chicopee mill at Buford, Ga.

CHARLOTTE, N. C.: Joe Gall, president of **American Door and Plywood Corp.**, has been named to the board of directors of **Lea Lumber Co., Inc.**, of Windsor, a subsidiary of David M. Lea & Co., Inc., of Richmond, Va.

TUCKER, GA.: Frank Rowell, 5004 La Vista Rd., has been appointed manufacturer's representative for the **Raynor Manufacturing Co.** in six Southern states. Donald P. Emmert has been appointed to represent Raynor garage doors in Florida. Emmert was employed by Raynor for 11 years at the Dixon, Ill., home office. He will headquartered in St. Petersburg.

PORTLAND, ORE.: Richard M. Wilkins has been named redwood sales promotion manager for the **Georgia-Pacific Corp.** He was formerly assistant sales promotion manager for specialty products.

**DANGER
BELOW!**

**Garbage Grinders Create
New Sewage Conditions
Only CLAY PIPE
Can Resist**

With 1 out of 8 families* now using garbage grinders, and the number increasing steadily, more and more communities are realizing the necessity of Clay Pipe sewage lines.

HERE'S WHY:

**INCREASED SULPHIDE
ACTIVITY**

Many experts claim ground garbage causes an increase in sulphide activity, harmful to most pipe. Clay Pipe is impervious to sulphides.

RISING TEMPERATURES

on certain types of pipe. Clay pipe is unaffected by heat.

Decomposition of ground garbage particles causes an increase in temperature which has a softening effect

ACCUMULATED SOLIDS

pipe. Clay Pipe is unharmed by corrosives.

Ground garbage particles tend to pocket in sewer lines, creating acids and gases which corrode most types of

If your community is joining the swing to modern, convenient garbage grinders, be sure to specify and install Clay Pipe sewers! It's the one type of pipe that is unaffected by heat, acids or gases. It's your insurance against future sewer line failures. *It never wears out.*

*American City Magazine Survey

OCONEE
CLAY PRODUCTS COMPANY

Milledgeville, Georgia

**WRITE FOR
DESCRIPTIVE LITERATURE
OCONEE'S
NEW WEDGE-LOCK JOINT**

**The factory-made
plastic joint that
snaps together
instantly!**

'BETTER WAY'

Ad Draws Foul-Weather Friends

The building materials trade is always slack during bad weather, but one enterprising lumber dealer of Natchitoches, La., was not to be "rained out" of business.

Instead, the Howard Lumber Company, Inc., capitalized on the rain by proclaiming a "Wet Weather Special" in a three-column-8-inch ad in the *Natchitoches Enterprise*.

The ad announced the sale of 210 lb. roofing — all colors, at \$6.50 per square, and 15 lb. asphalt felt at \$2.15 per roll. It hastened to add, "First come, first served — our stock can't last long at these low prices!"

Redwood Scraps Turned into Profit

C. M. Polete, manager of the Bratton-Peake Lumber Co. in Corpus Christi, Tex., ingeniously devised a



means of turning waste into profit by utilizing scrap lumber and the spare time of his shop men.

Polete saved redwood scraps until he had a working supply on hand. Then he designed a series of units for home gardeners and nursery operators to use as frames for running plants and sides of planter boxes. He put the units on display and also called on several local nurserymen with the item. They responded favorably.

The picket fence-type units are three feet wide and about a foot high. Two pointed posts permit the fixture to be driven into the ground easily. There are two types. One is made from one-inch scraps, which sells for 85 cents. The other type is from scraps a half-inch thick or less, which sells for 65 cents.

Polete says that the items are particularly popular in the spring, but he keeps them on display all year.

One-Column Ad with Great Impact

For his Columbus Building and Supply Company in that Mississippi city, Harvey Crigler attained maximum attention with the one-column, page-deep ad in the local daily newspaper. Due to its slim shape, the reproduction, below, had to be cut into two parts — top and bottom.

Keyed by the letters that spell LUMBER, the ad sets forth products and services this dealer offers.

L

Let Columbus Building and Supply Company give you free estimates and also let us help you with your building problems.

B

Better check with us first. Plan to pay us a visit soon and let us discuss your building problems. We have had years of experience.

U

Use the best quality lumber for buildings that will give you the most years of service. We carry top quality building materials.

E

Easier chores come from having the right tools. We rent equipment to help make your building easy.

M

Make us your headquarters for building needs. Too, we have tool and machinery to rent you to help you with your building.

R

Remember our phone number FA 8-6071. If it is worth building it is worth building right.

COLUMBUS
BUILDING & SUPPLY CO.
A block off College on 16th Street
General Contracting Residential Building Materials

HARVEY CRIGLER

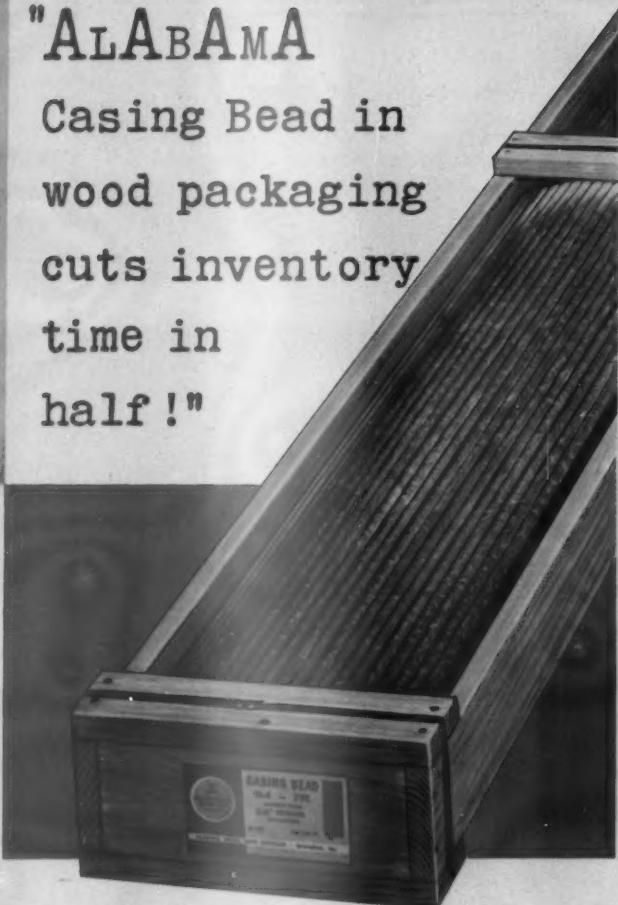


says Kenneth Breece
Lath and Plaster Supply Co.
Albuquerque, New Mexico

Quick inventory cuts down a big warehousing cost—increases profits for dealer Ken Breece! "When I stock ALABAMA casing bead in wood packaging, it means *hours saved!* Each crate is end-labeled with product picture, type, size, length and quantity for quick, sure identification. This cuts my inventory time in half. Sturdy wood packaging handles easier, too—stacks high to conserve valuable warehouse space!"

ALABAMA's compact wood crates stack higher, neater for quick inventory. Each sturdy wood crate is designed to facilitate shipping and warehousing . . . eliminate costly damage claims. This means

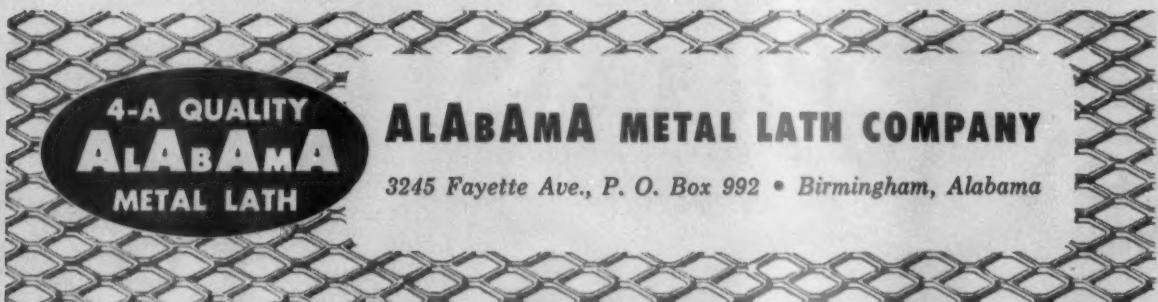
"ALABAMA
Casing Bead in
wood packaging
cuts inventory
time in
half!"



ALABAMA casing bead reaches your customer in factory-perfect condition . . . assures you repeat business!

4-A Packaging protects quality . . . reduces costs . . . increases profits . . . promises the dealer a fast turnover with ALABAMA products. Write today for product catalog and samples.

Sold Only Through Dealers!



ALABAMA METAL LATH COMPANY

3245 Fayette Ave., P. O. Box 992 • Birmingham, Alabama

DEALER NEWS

ARKANSAS

WEINER: The Weiner Lumber Co. recently held open house in its new building here. Over \$400 worth of door prizes was given away. Bob McGaughy is manager of the firm.

BLYTHEVILLE: The Huffman Brothers Lumber Co. here was destroyed by fire recently. The loss was estimated at \$110,000. The firm

was partially covered by insurance. Owner of the company said he hopes to be re-established in a new building within 60 days.

SILOAM SPRINGS: Robert Brown, manager of the Dyke Lumber Co., was elected president of the Junior Chamber of Commerce here.

NEWPORT: Joseph Michaels has

been appointed manager of the newly formed roofing department of the Dixie Lumber Co., called the Dixie Roofing Co. Michaels has been associated with the Grobmeier Roofing Service of Little Rock for several years.

GEORGIA

HAZLEHURST: Horace H. Gentry has announced that he is moving his lumber plant to Lumber City. He was recently named manager of the General Gas Co. here.



Marlite business is good...

Dealers report Marlite sales are best ever!

No question about it . . . right now is the time for you to cash in on profitable Marlite paneling. Reason? Marlite fits the growing remodeling market like a glove.

It pays to back a winner . . . and Marlite is ahead in sales all over the country. It is one of your highest profit items, both in percentage and in total dollars of profit per sale. A little extra effort will net you a lot of new, profitable Marlite business. And there's a Marlite wholesaler near you, ready to

serve your needs . . . take advantage of his delivery service. You'll find Marlite is easy to handle, easy to sell.

New Marlite newspaper ad mats and radio announcements are now available. Plan now to use them and other effective Marlite sales aids. Call your Marlite representative or wholesaler today and take advantage of your opportunity for bigger sales and profits with Marlite. Marlite Division of Masonite Corporation, Dept. 797, Dover, Ohio.

Marlite®

plastic-finished paneling

MARLITE IS ANOTHER QUALITY PRODUCT OF MASONITE® RESEARCH

Branch Offices and Warehouses:

Marsh Wall Products, Inc.
204 Permalume Pl., N. W.
Atlanta 18, Georgia
Phone: Sycamore 4-9508, 4-9509

Marsh Wall Products, Inc.
8908 Chancellor Row
Dallas 35, Texas
Phone: Fleetwood 7-3518, 2-7811

LOUISIANA

FRANKLIN: Franklin Building Supplies, Inc., has changed its name to Franklin Building Materials, Inc.

CHARTERS OF INCORPORATION: Kennedy Building and Material Co., Inc., New Iberia; Century Block and Brick Co., Inc., Shreveport; Shields Lumber Co., Inc., Lake Charles, wholesale and retail building supplies.

MISSOURI

KANSAS CITY: Frank P. Hunter, secretary-treasurer of the Burgner-Bowman-Matthews Lumber Co., has retired after 55 years of employment with the company.

MONARCH METALANE WEATHERSTRIP IS ANODIZED ALUMINUM WITH A "PLUS"



Anodizing-Plus protects MetaLane from corrosion, discoloration, wear—eliminates friction, prevents binding

The more costly aluminum alloy, from which MetaLane® is made, is produced to Monarch's unusually strict specifications for resiliency, tensile strength, hardness and formability. Anodizing, *plus* several other finishing steps including sealing of the surface with a lubricant, converts this alloy into MetaLane.

The silvery, glass-hard and friction-free finish of this perfect weatherstrip material is actually a part of the metal, not simply

an added coating. It will not wear off, nor lose its bright satiny beauty. MetaLane won't corrode, won't stain surrounding masonry and millwork, won't cause windows to stick and bind, will never lose its efficient weather-tightness.

Insist the windows and doors you sell be equipped with MetaLane weatherstrip. Its superior protection and value are permanent, but its cost is no greater than ordinary weatherstrip.

Monarch is the Originator of anodized aluminum weatherstrip.

MONARCH METAL WEATHERSTRIP CORP. • 6343 ETZEL AVE. • ST. LOUIS 14, MO.

MISSISSIPPI

CHARTER OF INCORPORATION: Pennebaker Ready-Mix Concrete, Inc., West Point.

OKLAHOMA

TULSA: The Anchor Lumber & Supply Co. has been purchased by Crawford Construction Co., headed by C. M. Crawford.

OKLAHOMA CITY: Hugh R. Hughes, of Bartlesville and Drum-

right, has been named honorary mayor here.

TEXAS

ROCKPORT: Seth H. Steele and Randal G. Stivers have bought the Fulton Lumber Co. from J. W. Wilkinson, who has operated it for the past 10 years.

BEAUMONT: L. C. Holst of the G. I. Lumber Yard has been elected president of the Beaumont Retail Lumber Dealer's Assn.

FREDERICKSBURG: Tyrus T. Cox has been elected president of the Fredericksburg Independent School district.

OBITUARIES

THOMAS E. ADDISON SR. President of Addison-Rudesal, Inc., Atlanta, Ga.

E. E. DUGAL, 57. Manager and part-owner of the Sunset Farmers Lumber Co., Inc., Lafayette, La.

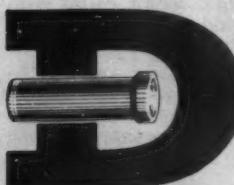
Another good reason why it pays to be a **Dickey** Dealer



You profit in dollars and "sense" when you sell the Dickey Line

When you increase your sales of Dickey Products, you make more dollar profits. But, there's another way you profit with the Dickey Line—you sell years of trouble-free service. This means customer satisfaction, which is "sense" profit to you. Plumbers, contractors, farmers and home-owners come to you for the best you have in sewer pipe, flue lining, wall coping and drain tile—the best you have is Dickey Vitrified Clay. And, the new Dickey Coupling on Dickey Perma-Line® Clay Pipe gives you one more product for a two-way profit.

*Registered trade mark



Providing improved sanitation for better living

DICKEY sanitary
salt-glazed
clay pipe

W. S. DICKEY CLAY MFG. CO.

Birmingham, Ala. Chattanooga, Tenn. Kansas City, Mo. Meridian, Miss.

St. Louis, Mo. San Antonio, Tex. Texarkana, Tex.-Ark.

If it's made of clay it's good...if it's made by Dickey it's better

612a

62

For more details on above items, use Coupon on Page 72

SOUTHERN BUILDING SUPPLIES for JULY, 1958

12 States Use FHA's Certified Agency Plan

FHA's Certified Agency Program, launched last October and now operating in 12 states, is gaining wide acceptance. Called CAP for short, the new plan extends FHA services to home buyers in areas seldom reached in the past.

Key to the program is the use of "local talent" instead of FHA staff people to process applications for insured loans. Approved mortgage lenders, certified as agents of the FHA, now employ local appraisers and construction inspectors and issue loan commitments, relying solely on their own credit judgment. In April alone, 160 lending institutions were certified, bringing to about 750 the total of lenders already authorized to make loans at FHA terms under this program.

D-I-Y Kit Plans Yard Storage, Handling

The Industrial Truck Division of the Clark Equipment Co. has published a do-it-yourself yard planning kit that helps the yard owner to plan new layout and storage arrangements, estimate necessary remodeling or construction, and determine what materials handling equipment can best be utilized.

The kit contains a grid sheet for scaling floor plans of the yard. Acetate templets represent all items in stock. Another set represents fork trucks and straddle carriers. By arranging these templets, the yard owner can visualize what storage patterns and equipment would be most suitable for his particular situation.

WEYERHAEUSER LOUISVILLE DISTRIBUTING YARD

WEYERHAEUSER

This new yard is one of the most modern in the industry. Dealers are invited to bring prospects to see the building materials on display and in the yard.

Profit Center FOR LUMBER DEALERS

Yes, the new Weyerhaeuser Louisville Distributing Yard can be your profit center . . . your ready source of quality building materials at competitive prices.

Your profit center because you can draw upon large, diversified inventories of Weyerhaeuser 4-Square kiln-dried lumber, plywood, and other basic building materials. You can carry less inventory, reduce your investment, profit from markup *times* turnover.

Your profit center because you save truck time, save money, picking up materials at Weyerhaeuser. This new distributing yard is located at the crossroads of two super-highways. Here, modern storage facilities and loading equipment . . . plus trained, customer-conscious personnel . . . cut truck loading time to a new minimum.

Your profit center because here are complete stocks of famous First Choice building materials . . . well regarded by builders, specifiers, and consumers . . . products your customers buy *through* retail lumber dealers.

Weyerhaeuser Louisville Yard

1360 DURRETT LANE / TELEPHONE EMERSON 8-3331

SOUTHERN BUILDING SUPPLIES for JULY, 1958

For more details on above items, use Coupon on Page 72

First Choice

Building Materials Stocked
for Your Convenience

WEYERHAEUSER
4-SQUARE®

Lumber and Building Products

Andersen Windowwalls



Complete Wood Window Units

Nu-Wood®
Insulation Board Products

Balsam-Wool®
Sealed Insulation



OWENS-ILLINOIS
Pre-Finished Hardwood Plywood

Gibraltar
DOORS

FILON®
Fiberglass Building Panels

KOLORITE®
WEYERHAEUSER 4-SQUARE
Factory-Coated Shakes and Shingles

®T. M. Reg.

Log-Nail Contest

(Continued from page 46)

nue, and hammer some nails into a log. Each nailer was required to sign a certificate showing the exact number of nails he drove into the log. The certificate was deposited in a special locked container.

At the same time, the ad announced that the Causeway log would be at Booth 66 during the Broward Building Exposition, that month. Everyone was in-

vited to come by the booth and guess how many nails had been hammered into the log.

At a given hour, the container was delivered to the Everglades Bank, where it was placed in a vault until March 15. During this time the bank tabulated the cards to determine the actual number of nails hammered into the Causeway log.

In addition to the fun of it all, Causeway offered some attractive prizes to the 10 people who guessed closest to the accurate figure. First prize was a portable TV set.

Second prize was a \$50 savings bond, and the other eight prizes were \$25 savings bonds.

The company mailed about 2,500 envelope inserts to its customers and friends, publicizing the contest and explaining the rules. These folders were also distributed over the counter and to contractors, home-owners, and any others called on by salesmen.

Spot radio announcements pertaining to the Causeway log contest were started three weeks prior to the Broward Building Exposition. During the week immediately preceding and the week of the exposition, the spot announcements were increased from eight to 25 per day. The contest announcements followed the Causeway jingle.

Manager Gene Whiddon is most enthusiastic about the promotion results. The Causeway booth was popular and crowded at all times during the Broward show. Out of over 12,000 entry cards or participants in the guessing contest, Whiddon has secured many names for his mailing list.

Miss. Lumber Archives Now Weighs 2 Tons

Since its establishment two years ago, the University of Mississippi Lumber Archives has amassed over two tons of business records relating to the lumber industry in Mississippi during the 20th century.

The records are now being inventoried by the archives director, Dr. John H. Moore, and his assistant, Franklin D. Polk.

The lumber archives project is part of the university's long-range plan to promote a better forest-products industry in the state.

At present, 77 bound letter books and nearly 100 file boxes of correspondence from the L. N. Dantler Lumber Co., and the H. Weston Lumber Co. collections are available to scholars interested in the history of lumbering. In addition, almost 200 journals, cash books, time books, log books, and other business records are available.

Housing for Elderly

Under FHA's program, qualified non-profit groups may finance either new or rehabilitated housing designed especially for tenants aged 60 and over.

CALIFORNIA Sugar Pine

TW&J Sugar Pine is high altitude, slow growth, premium stock with the smooth, easy working, soft texture demanded by pattern makers, millwork manufacturers and wood craftsmen.

THOROUGHLY KILN OR AIR DRIED TW&J Sugar Pine is precision manufactured from 4/4 to 16/4 and held in large storage sheds for year-around delivery.

The West's largest producer of Sugar Pine with 10 mills in the heart of the High Sierra Sugar Pine belt to serve you.

TARTER, WEBSTER & JOHNSON, INC.

P.O. BOX 3498
San Francisco 19, California
PROspect 6-4200 Teletype SF 211

For top quality lumber and lumber products look to **TW&J**

Portland Cement Plant Nears Completion in Fla.

Construction of the multi-million dollar plant of the Lehigh Portland Cement Co. rapidly is approaching completion in Miami, Fla.

Thirty-nine 50-ton, 100-foot-long pre-stressed concrete roof beams will support a roof of 916 precast concrete slabs. The storage building will be 864 feet long, 100 feet wide, and 77 feet high.

Two smaller structures will house raw and finish grinding mills.

The plant is scheduled to be completed in the summer. It reportedly will have an annual production capacity of 100 million bags of portland cement.

Fordyce Wood Products Reports Top '57 Sales

President John H. Stucker of Fordyce Wood Products, Inc., Fordyce, Ark., recently reported that total sales during 1957 in his firm's line of disappearing attic stairways reached a bracket between \$80,000 and \$90,000. The units, distributed in some 15 states, are of Arkansas kiln-dried yellow pine.

W. M. Ingram represents Fordyce Wood Products in the Southeast from Atlanta, Ga., headquarters.

Packaged Home

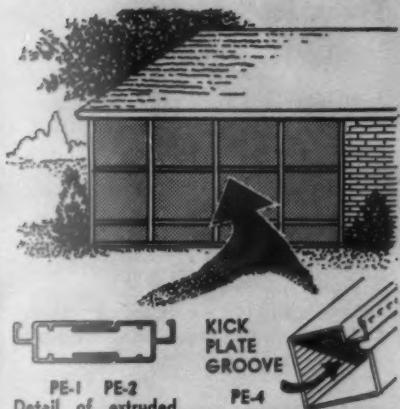
(Continued from page 40)

homes in anticipation of every type and variety of question. They also spent time in the shop watching construction.

A fleet of 50 trucks and station wagons serves Barber and Ross customers. The company uses short-wave radio-equipped cars for its sales and supervisory staff to facilitate job site requirements. Air-minded, the firm officers also operate a twin-engine airplane which they use to cover large areas.

Founded as a hardware business in 1878 under the leadership of Samuel Ross, grandfather of S. Ross Lipscomb, current president, Barber and Ross added the structural steel and millwork division at the turn of the century.

Vulco
OFFERS THE
**LARGEST
ASSORTMENT**
OF ALUMINUM SCREEN
DOOR AND WINDOW
SCREEN SECTIONS
AND
COMPONENT PARTS
FOR THE FABRICATOR



PE-1 PE-2
Detail of extruded
aluminum male and
female interlocking
frames.

1" square, extra rigid, rolled form aluminum tubing with kick plate groove.

Vulco OFFERS TWO
STYLES OF
PORCH ENCLOSURES

YOU NAME IT — VULCO HAS IT



A Leader in the Industry since 1945.

Member: Screen Manufacturers Association.
National Combination Storm Window
and Door Institute.
National Association of Manufacturers.

QUALITY GUARANTEED — MAIL COUPON TODAY

BUY FROM
Vulcan
METAL PRODUCTS, Inc.
2801 6th Avenue, South
Birmingham, Ala.
NEVER your COMPETITOR



To: Vulcan Metal Products, Inc., Dept. SBS
2801 6th Avenue, South, Birmingham, Alabama
Please send me complete information about
VULCAN Quality Products and VULCAN
Services. No obligation.

CHECK ITEMS OF PARTICULAR INTEREST TO YOU

SCREENS DOORS WINDOWS ENCLOSURES

NAME _____

ADDRESS _____

CITY _____ STATE _____

Sales Offices: Atlanta, Ga.; Birmingham, Ala.; Boston, Mass.; Chicago, Ill.; Liberty, Mo.; New Smyrna Beach, Fla.; Somerville, N.J.; Tyler, Tex.; York, Pa.

Texas Jobbers' Story

(Continued from page 43)

from one to another. There are no officers, nor is there any hard and fast schedule of meetings. It is the custom for members to meet for lunch at least once a month for a discussion, but the date is set to conform with general convenience.

Such meetings are strictly informal and have demonstrated that a small organization can make

more and faster progress than a big group. The various tasks of the association program are volunteered for, or assigned. Action affecting the entire membership is not taken without approval of all firms involved.

A handy directory of members has been circulated to the trade. This is printed on a 5" x 7" card, noting the facilities, services of consultation and assistance available to retail dealers and architects. Member firms are also members of either the National

Wholesale Lumber Assn., Inc., or the National Assn. of Commission Lumber Salesmen. The Dallas group recently appropriated sufficient funds to place itself on a national par with other local wholesale groups, from the publicity viewpoint, by placing advertising in the recognized official publication.

Building Business

(Continued from page 37)

operation of the windows while in actual use," explained Ingram. "It makes for much easier selling than a static model or catalog. For example, if we want to show the pre-spring advantage and other facilities for ease of operation, all we have to do is to turn the crank or roll up the sash. This is convincing by example and it is highly effective."

From the inventory standpoint, it has proven useful by enabling the company to expand its window and specialty lines with more adequate space to show off sample models.

"Although we can't pinpoint the increase in volume for this type of merchandise, nevertheless I am satisfied that it has resulted in a substantial increase," commented Ingram.

Other lines have been added or amplified, including custom-made cabinets, paints, builders hardware, roofing materials, shingles, and screens.

The company, in business since 1922, is managed by Grady Boykin, vice-president. J. Y. Hornbuckle is secretary.

Quality Leaders in Sash Hardware for over 60 years!

For more than half a century the Grand Rapids Hardware Company has set the standards by which all quality sash hardware is judged. A continuous research and development program has resulted in many new and basic advancements in operative hardware and weatherstripping for all types of residential windows. In the future, as in the past, you can look to Grand Rapids Hardware Company, the pioneer, for sash hardware at its very best . . . plus service second to none. Write for fully illustrated catalog today.

America's only Complete Line of Residential Window Operative Hardware and Weatherstripping!



FOR DOUBLE HUNG SASH

Removable window operative hardware, combination balance and weatherstrip, "Invizible" balances, clockspring balances, locks, pulls, weatherstrip, sash anchors.



FOR CASEMENT SASH

Hinges, gears and pushbar operators, locks, weatherstrip.

FOR HORIZONTAL SLIDING SASH

Sliders for removable sash, weatherstrip, locks and pulls.

FOR AWNING SASH

Hinges, gear and pushbar operators and locks.

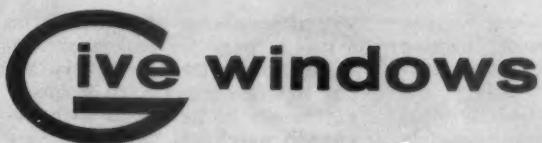
GRAND RAPIDS HARDWARE CO.

560 — 11th STREET

GRAND RAPIDS 2, MICH.

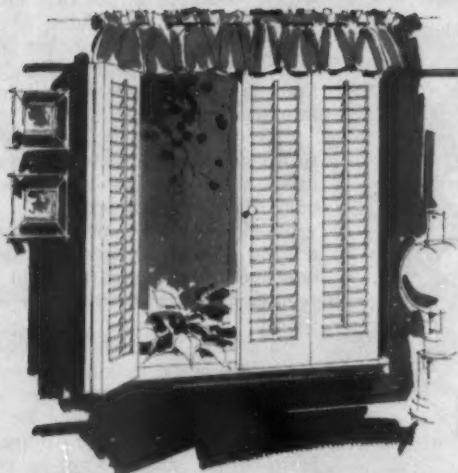
FHA Loan Uses

FHA Title I home improvement loans may be used to pay either for the materials required in do-it-yourself jobs or for both work and materials furnished under contract.



distinction and
charm...with

Maywood



WOOD SHUTTERS

Rooms have more personality... houses sell more quickly... with these finest quality movable shutters. Manufactured and sanded at the factory, each 4-panel unit comes pre-assembled, ready to hang... requiring a minimum of installation time. Package contains all necessary hardware, genuine porcelain knobs and Wrought Brass hook. Shutters available in select Sugar Pine or Philippine Mahogany. For complete information, contact your jobber or write direct to:

MAYWOOD, INC.
P. O. Box 706 — AMARILLO, TEXAS



PREFABRICATED ALUMINUM UTILITY ROOM ANSWERS BIG CONSUMER DEMAND

*Rugged, easily assembled structure
also offers big dealer profit!!!*

A new all aluminum utility room is now being manufactured for sale through building supply dealers.

The entire unit is made of stucco embossed aluminum. The door is an extruded aluminum frame with inlaid panels to match the walls and roof. The unit is 5' x 7' x 6'8" and weighs approximately 200 lbs. It is packed in three small cartons.

Its uses are unlimited! Ideal for a temporary construction office, a storage room for tools and garden equipment, a child's playhouse, a dressing room at lakeside picnic grounds, a small workshop, etc.

An attractive building for any setting, it provides a maximum of space at a minimum cost (suggested retail is \$199.00) and anyone can assemble it. Complete details available on this profit-maker today, at no obligation! Phone 2-6461 collect to order your display.

**MODERN ROOFING
and
METAL WORKS, INC.**
930 WALKER ST. AUGUSTA, GA.

Ads Boost Business

(Continued from page 38)

of multi-colored newspaper advertising. They are Wm. Penn Waller, owner of the Waller Lumber and Supply Company, Savannah, Ga., and Thomas L. Gray, owner of the Gray Lumber Company, Crab Orchard, W. Va.

Commented Waller: "Even though colored ads are a little higher than regular classified advertisements, we find that they bring in splendid results. The best

example of this is when we ran an ad in the *Savannah Morning News* one morning regarding miscellaneous close-out paints and before 12 noon we had disposed of all of it — in all, approximately 300 gallons.

"Our colored newspaper advertising costs us \$38.88 per week, run on Mondays only in both the morning and afternoon papers. Even though the amount is slightly higher than classified advertising, we find that it does a fine job. Colored advertising is not under any bulk contract or sched-

ule, although we often run it on a special page for advertisers desiring such color agreements. We like to stress importance of spending money in Savannah with Savannah merchants, which we think is as good an advertisement as a man can have.

"As for our copy, the local paper sets a Friday deadline so that the ad may be set up for run on Monday morning."

At Crab Orchard, W. Va., Gray told *S-B-S* that two-color advertising in the *Beckley Post-Herald*, as compared to black-and-white, runs approximately 30 per cent higher for a full page; 35 per cent more for a one-half page; and about 45 per cent higher for a quarter-page.

Said Gray: "We have a yearly contract with the newspaper which enables us to run either color or black and white, as the case may be. For color, we have choice of back pages only and there is no difference in copy deadline for either type.

"We ran our first color ad, a full-page, approximately a year-and-a-half ago. The results were very gratifying. During the last year-and-a-half we have run color ads on special events, ordinarily one every three months. And our results are now better than ever before.

"When the business slump came along, we were looking for something to take up the slack. We thought color ads might be the answer, so we decided to switch from black and white to color altogether and try this during the spring and summer months. Our volume so far this year has been better than it was last year. We could not give full credit to the color ads for this, but they have certainly helped."

"HUTTIG HAS IT" in 14 CITIES



and AS NEAR AS YOUR PHONE

Your specifications are handled quickly from our convenient assembly plants - warehouses... millwork to order or from stock... complete stocks of quality building products! Our representatives are ready to help you with your customers' problems, if you wish! Why not call your Huttig man, now?

HELPING YOU
BUILD THE
SOUTH

SASH & DOOR CO.

Since 1885 • St. Louis 10, Mo.

* Birmingham Sash & Door Co.

** Memphis Sash & Door Co. † American Sash & Door Co.

MANUFACTURERS

... all kinds of
Quality Millwork,
Doors, Windows,
Window Units, Door Units

DISTRIBUTORS

nationally-known

BUILDING PRODUCTS

ANDERSEN Windwalls
GENERAL flush doors
TWINDOW
THERMOPANE
BERRY steel garage door
MARLITE products
AFCO tile products
UPSON wallboards
KIMSUL insulation
INSULOK products
TEMLOK insulation
REYNOLDS windows
ARMATOL wood preserver
MIAMI bathroom cabinets
PRECISION stairways
DURALL tension screens
COFFMAN ornamental iron
WEISER lock hardware
... and many others

Roving Showrooms

(Continued from page 45)

er curiosity. Although one can not stand upright inside the truck, it is high enough to enter and leave comfortably.

"This demonstrator sales-tool affords the maximum benefit in advertising. It is, in effect, a roving billboard, creating interest wherever it stops."

The "rolling showrooms" are operated by two Fischer city salesmen. They report much enthusiasm among and excellent reception by Fischer customers.

OUTSTANDING!



Trinity White *Portland* Cement

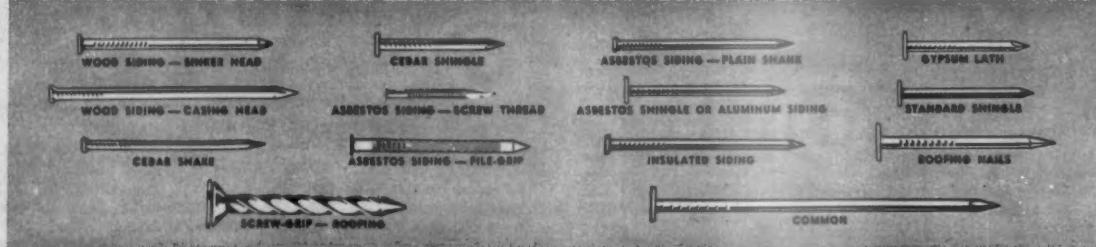
As white as snow



A Product of GENERAL PORTLAND CEMENT CO. • Chicago • Dallas • Chattanooga • Tampa • Los Angeles

... plain or waterproofed

Owners of buildings used for commercial purposes have much to gain by the use of Trinity white, the *whitest* white cement. The whiteness arrests the customer's eye—the trim attractiveness of the place says "here's a good place to trade!" Sell Trinity white.



EVERY TYPE • EVERY SIZE • EVERY PACKAGING

ALUMINUM NAILS

HANDY JOB SIZE PACK . . .

. . . TEMPRITE RETAIL PACK

BULK 25 & 50 LB. CARTONS

Send Your Inquiry Direct to

PHIFER WIRE PRODUCTS

TUSCALOOSA, ALABAMA

TELEPHONE PLAZA 2-5594

WRITE OR CALL FOR SPECIFICATIONS AND DELIVERED PRICES



Carton Size
4" x 4 1/2" x 6 1/2"

HELPFUL Booklets FREE

204-F. REDWOOD IN THE HOME. "Promote Redwood For True Beauty in the Home" by John Reno gives helpful pointers on moisture content, colors, grains, nailing, placement and finishes for redwood paneling and siding. The Pacific Lumber Co., Dept. SBS, 35 East Wacker Drive, Chicago 1, Ill.

101-H. ALUMINUM NAILS. Brochure shows and describes the complete line of Phifer aluminum nails for all building purposes. It explains tempering and etching of aluminum alloy nails. Price list gives dealer costs of "job size" boxes and 50-lb. cartons. Phifer Wire Products, Dept. SBS, Box 12, Tuscaloosa, Ala.

104-H. ALUMINUM WINDOWS. Five color brochures describe and illustrate Unico aluminum horizontal sliding, residential and commercial awning, casement, and double-hung windows. All brochures give specifications, sizes, and installation details. Southern Sash Sales & Supply Co., Inc., Dept. SBS, Sheffield, Ala.

102-J. METAL BUILDING PRODUCTS. Catalog 57 gives specifications and shows and describes uses of Vestal fireplace circulators, dampers, accessories, steel lintels, bridging, wall ties, mortar boxes, garbage receivers, access doors, and other products for business and industry. Vestal Manufacturing Co., Dept. SBS, Sweetwater, Tenn.

1-K. METAL LATH, ACCESSORIES. Colorful catalog shows and describes types of metal lath, accessories, and partition systems of the Alabama Metal Lath Co., Dept. SBS, P. O. Box 992, Birmingham, Ala.

2-K. WINDOW, DOOR PRODUCTS. Vulco aluminum screens and jalousies, Casing screens, Superior and Ideal storm sash, Dura-Bilt screen doors and combination storm doors, hardware and tools are described in the "Versatile Vulco" catalog. Vulcan Metal Products, Inc., Dept. SBS, 2801 Sixth Avenue South, Birmingham, Ala.

102-L. STEEL FRAME BUILDING. Booklet diagrams and illustrates Steel Span buildings for farms, warehouses, hangars, and industrial uses. The post-free buildings are available in widths from 30 ft. to 60 ft., with choice of sidewalls. Cuckier Manufacturing Co., Dept. SBS, Monticello, Iowa.

105-L. MODERN WOOD PANELING. Colorful literature describes Long-Bell's Flakewood paneling for contemporary interiors, and mahogany finish Ven-O-Wood for economical use in homes, offices and stores. Specifications included. International Paper Co., Long-Bell Division, Dept. SBS, 928 Grand Avenue, Kansas City, Mo.

201-A. ADVERTISING PENS AND PENCILS. The Scripto line of writing instruments for advertising and good-will gifts is illustrated in "Sensational Business Builders." The 32-page catalog gives specifications and prices. Adgif Co., Division of Scripto, Inc., Dept. SBS, P. O. Box 4847, Atlanta 2, Ga.

202-A. ALUMINUM WINDOWS. The Apeco lines of windows are covered in three brochures. AIA file No. 16-E catalogs "Apeco Aluminum Windows — Residential, Commercial, Window Wall, Industrial." Apeco aluminum horizontal sliding windows and Series 57 double-hung windows are introduced in separate brochures. Apeco-Rubin Division, Tusco Corp., Dept. SBS, 1901 Franklin Street, Houston 2, Texas.

203-A. PLASTER REINFORCEMENT. A 20-page research booklet reports "The Crack Resistant Properties of Gypsum Lath and Plaster Angles Formed by the Intersection of Walls and Walls with Ceilings Reinforced with Various Types of Metal Reinforcement."

It shows the superior performance of Keycorner wire mesh. Keystone Steel & Wire Co., Dept. SBS, Peoria 7, Ill.

205-A. FACT FILING FOLDERS. Reynolds Aluminum offers dealers a set of 19 Fact Folders for a handy reference library on such products as aluminum roofing and siding, asphalt roofing and accessories, farm gates, insulation, nails, etc. New literature sent to dealers using folders. Reynolds Aluminum Supply Co., Dept. SBS, P. O. Box 1307, Atlanta 1, Ga.

208-A. WESTERN PINE — SOURCES AND USES. WPA's 1958 membership directory lists 440 member mills by states, species, and products available. Six color folders show Western Pine finishing recipes and reproduced samples. Western Pine Assn., Dept. SBS, Yeon Building, Portland 4, Ore.

209-A. PLASTIC-FINISHED PANELS. Full-color catalog covers Marlite's line of plastic-finished hardboard wall and ceiling panels. It shows a full variety of colors and patterns — Hi-Gloss, Marble Panel, Woodpanel, plank, block, and Korelock. Marsh Wall Products, Inc., Dept. SBS, Dover, Ohio.

211-A. BARBECUE GRILL. AIA file leaflet describes and shows two models of new Majestic Char-Grill for indoor installation. Uses and grill accessories are also shown. Separate sheets detail installation in masonry and wood cabinets. Majestic Co., Dept. SBS, Huntington, Ind.

212-A. WOOD WINDOW WALLS. Catalog No. 581 and dealer merchandising kit cover use of Andersen wood window units for residences, institutional buildings, and light commercial structures. Brands and types include Flexivents, Beauty-Line, basement, gliding, casement, and double-hung Pressure Seal units. Andersen Corp., Dept. SBS, Bayport, Minn.

213-A. WROUGHT IRON RAILINGS AND COLUMNS. New catalog page shows four column designs available with Versa wrought iron railing for Do-It-Yourself trade. It explains the ease of becoming wrought iron dealer. Versa Products Co., Dept. SBS, Lodi 4, Ohio.

14-B. TENSION SCREENS. New dealer sales manual outlines 22 reasons for using Tension-tite aluminum screens and shows dealer making a sale, with his explanation to the customer. Rudiger-Lang Co., Dept. SBS, International Trade Mart, New Orleans 12, La.

24-B. ASPHALT ROOFING MATERIALS. Four-page catalog insert gives complete specifications, descriptions of uses, and directions for both cold and hot applications. It covers asphalt roofing and coatings and cements. Lion Oil Co., Asphalt Sales, Dept. SBS, El Dorado, Ark.

33-B. MASONRY WALL REINFORCEMENT. Bulletin gives specifications and shows Dur-O-wal masonry wall reinforcement with cavity, bonded, coursed, or stacked course masonry wall, and wall with plaster. Dur-O-wal Products of Alabama, Inc., Dept. SBS, P. O. Box 5446, Birmingham 7, Ala.

106-B. FIR PLYWOOD FACTS. Available to dealers and their employees is a 48-page pocket-size fir plywood guide which includes basic grade-use data, advantages, and much "know-how." Douglas Fir Plywood Assn., Dept. SBS, 1119 A Street, Tacoma 2, Wash.

110-B. PLASTIC WATER PUTTY. Catalog sheet shows home uses for Durham's Rock-Hard water putty, explains how to color it, and lists types of customers who finds it "indispensable." Donald Durham Co., Dept. SBS, Box 304-0, Des Moines, Iowa.

(Continued on Reply Card Page 71)

On this and subsequent pages of S-B-S, you are offered an excellent selection of literature on new Building Materials and Products. For free copies of this helpful literature, just fill in and return the handy postage-paid reply card on page 71.

For more information

More, MORE FREE, Free HELPFUL BOOKLETS!

(Save time and postage by requesting all the items you want on this handy postage-paid reply card.)

(Continued from **BOOKLETS FREE** page)

201-G. RECESSED OVEN AND RANGE UNITS. A full-color brochure gives information and specifications of Modern Maid Built-in ovens and top units. It includes distributor propositions to dealers of sales display spaces and salesmen to call on builder trade. Tennessee Stove Works, Dept. SBS, Chattanooga 1, Tenn.

202-G. HOUSE SIDING FINISHES. "Natural Finishes For House Sidings" by John Reno gives pertinent data on the kinds, applications, and cost of natural finishes for redwood, cedar, and cypress. The Pacific Lumber Co., Dept. SBS, 35 East Wacker Drive, Chicago 1, Ill.

203-G. STEEL ATTIC STAIRS. Descriptive literature gives illustrations and specifications for the low-cost TFC Metal-Fold disappearing stairway. Price lists are supplied on request. Tennessee Fabricating Co., Dept. SBS, 1490 Grimes, Memphis 6, Tenn.

204-G. HOUSE PAINTS. Four colorful folders describe qualities, purposes, colors, and applications for Davis Alkyd Flat enamel, house paints, Vinyl Latex Primer, and clear finishes. The H. B. Davis Co., Dept. SBS, Baltimore 30, Md., and Savannah, Ga.

1-G. ALUMINUM SCREEN. Burns aluminum tension screens, full-frame screens, and screen cloth are described in an envelope-size folder. Catalog sheet lists advantages of the aluminum frame unit. Dodge Wire Corporation, Dept. SBS, 249 Spring Street, S. W., Atlanta, Ga.

101-G. HARDWOOD FLOORING. "The Hardwood Flooring Handbook," a manual for retail lumber dealer salesmen, and "How to Install Hardwood Strip Floors Over Concrete Slabs" contain essential information on hardwood flooring. The Atlanta Oak Flooring Co., Dept. SBS, 920 Glenwood Avenue, S. E., Atlanta, Ga.

201-F. DOOR LIGHTS. Catalogs and price lists are available for the Maywood line of decorative door lights, storm and screen door lights, louvers, panel units, moulding units, ornaments, and hardware accessories. Installation instructions are included. Maywood, Inc., Dept. SBS, P. O. Box 706, Amarillo, Tex.

202-F. CONCRETE BATCHING AND CEMENT HANDLING. C. S. Johnson offers folders which describe, list specifications, and illustrate the Johnson Tumbleweed portable batcher, and the Roustabout, Econoplant, and Jumbo transit-mix plants. The C. S. Johnson Co., Dept. SBS, Champaign, Ill.

203-F. WOOD WINDOW UNITS. Four two-color folders illustrate and describe M. W. Distributors' Bowindows, Air-Lite, Lif-T-Vue, and triple-gliding R-O-W wood window units. M. W. Distributors, Dept. SBS, Rocky Mount, Va.

101-E. METAL WEATHERSTRIPS. Southern Metal thresholds and weatherstrips are illustrated and described in catalog No. 57A. This four-page brochure covers available sizes and contains price and order information. Southern Metal Products Corp., Dept. SBS, 921 Rayner Street, Memphis 14, Tenn.

102-E. PRESSURE-TREATED LUMBER. "Safeguard Building Dollars With Wolmanized Pressure-Treated Lumber" is a 16-page brochure illustrating applications of lumber treated against deterioration from rot-producing fungi and termites. Koppers Co., Inc., Dept. SBS, 750 Koppers Building, Pittsburgh 19, Pa.

105-E. ALUMINUM JALOUSIES. Conventional and unusual uses for Truscon Jalousies are illustrated in a colorful 16-page folder. Detail drawings show how installations are made in wood frame, brick veneer, solid masonry, and concrete block. Truscon Steel Div., Republic Steel, Dept. SBS, 1050 Albert Street, Youngstown 1, Ohio.

201-E. CERAMIC TILE. Miceramic Tile offers a color brochure on its full line of floor and wall tile designs and colors. Also available are booklets on tile estimating and installation. The Miceramic Co., Dept. SBS, P. O. Box 3647, East Atlanta Station, Atlanta, Ga.

202-E. HARDBOARD PANELS. A 24-page catalog entitled "Guide for Builders" describes and illustrates exterior and interior uses of Masonite hardboard panels. Physical properties of the panels, proper methods of working with them, and recommended application procedures also are covered. The Masonite Corp., Dept. SBS, Suite 2037, 111 W. Washington Street, Chicago 2, Ill.

203-E. PRE-FINISHED PANELING. Full-color catalog, sam-

pies, and price lists provide complete information on Ameriwood prefinished pine paneling, which comes in a choice of five colors. Southwood Corp., Dept. SBS, P. O. Box 7385, Fort Worth, Tex.

4-D. ASBESTOS-CEMENT PRODUCTS. Several brochures and folders show Century No. 5 roofing shingles, Apac all-purpose board, Limabestos and Sheetflexitos wallboards for interior and exterior use, and lightweight corrugated asbestos sheet. Keasbey and Mattison Co., Dept. SBS, Ambler, Pa.

101-D. WEATHERSTRIP SASH BALANCE. "Today — Quality Sells the Home Buyer" is an eight-page folder showing uses of Zegers Dura-seal metal weatherstrip and sash balance in double-hung wood windows. Another booklet gives Dura-seal's advantages to homebuyers. Zegers, Inc., Dept. SBS, 3890 South Chicago Avenue, Chicago 1, Ill.

102-D. ALUMINUM SLIDING GLASS DOORS. "The Decorator's Touch" is a four-page folder which gives specifications and installation drawings for "Tropicana" aluminum sliding glass doors. Daryl Products Corp., Dept. SBS, 7240 N. E. 4th Avenue, Miami, Fla.

104-D. INSULATING ROOF DECK. A 20-page brochure, "New Dimensions in Ceiling Design," shows and describes roof deck designs, coat comparisons, beam sizes, construction detail, and application tips. Insulite Division of Minnesota and Ontario Paper Co., Dept. SBS, 500 Baker Building, Minneapolis 2, Minn.

105-D. FARM STEEL PRODUCTS. "Farmers and Ranchers Handbook" supplies 76 pages of data on specifications and plans for the use of steel materials for fencing and roofing on farms. It also includes meat-cut charts, household hints, teen-ager tips. Tennessee Coal & Iron Division of U. S. Steel Corp., Dept. SBS, Fairfield, Ala.

106-D. WOOD AND METAL SCREWS. Southern Screw Co., Dept. SBS, Statesville, N. C., offers a useful folder of "Instructions for Selecting and Using Wood Screws and Sheet Metal Screws."

108-D. STEEL FRAME BUILDINGS. Eight-page brochure shows standard sizes, details, accessories, and varied uses of Dixiesteel rigid-frame buildings. It also presents all-steel triangular or bow-string truss roof systems. Atlantic Steel Co., Dept. SBS, Warehouse Division, P. O. Box 1714, Atlanta 1, Ga.

202-D. VITRIFIED CLAY PRODUCTS. Brochure describes Dickey's new PVC coupling. Booklets are also available on

Use Postage-Paid Reply Card to Order Literature and Information Free!



BUSINESS REPLY CARD
FIRST CLASS PERMIT NO. 582, SEC. 249, P. L. & R., ATLANTA, GA.



SOUTHERN BUILDING SUPPLIES
806 PEACHTREE STREET, N. E.
ATLANTA 8, GA.

Dickey Perma-Lime pipe and fittings, drain tile, wall coping, flue lining. W. S. Dickey Clay Manufacturing Co., Dept. SBS, P. O. Box 2028, Kansas City 42, Mo.

203-D. WOOD WINDOW UNITS. Three folders describe, list full specifications, and illustrate Dierks Snap-Tite removable window units, stack awning, and Light-Lift, double-hung window units. Dierks Foresta, Inc., Dept. SBS, 810 Whittington Avenue, Hot Springs, Ark.

204-D. NEWSPAPER ADVERTISING. A 16-page brochure, "How to Prepare Newspaper Advertising That Sells," explains the fundamentals of newspaper advertising. How to use product mats and suggestions for copy themes and displays are included. Zonolite Co., Dept. SBS, 135 LaSalle Street, Chicago 3, Ill.

205-D. ALUMINUM WINDOWS. AIA file No. 16-L gives installation details and specifications for the complete line of Watson Weatherite Rugged aluminum windows: horizontal, slide, double-hung, single-hung, and insulating aluminum. W. M. Products Co., Dept. SBS, 5425 Blossom Street, Houston 7, Tex.

206-D. STAPLING PRODUCTS. Arrow's catalog No. 13 introduces new stapling machines, gun tackers, pliers and staples. Display details and price list are included. Arrow Fastener Co., Inc., Dept. SBS, One Janus Street, Brooklyn 12, N. Y.

207-D. BONDED ASPHALT ROOFING. New literature covers Fry Bonded asphalt roofing for all types of buildings. Fry Bonded products include shingles, roll roofing, and felts. Lloyd A. Fry Roofing Co., General Sales, Dept. SBS, 5818 Archer Road, Summit (Argo P. O.), Ill.

209-D. ALUMINUM SIDING. A four-color folder covers Tripl-Tite painted aluminum siding. It includes sales pointers on this building material in question-answer form, and shows new and remodeled homes sided with Tripl-Tite aluminum. National Metal Products Co., Dept. SBS, 2 Gateway Center, Pittsburgh 22, Pa.

210-D. INTERLOCKING ASPHALT SHINGLES. A color folder describes and illustrates Ruberoid's asphalt Lok-Tab shingles. Four color blends are featured. The Ruberoid Co., Dept. SBS, 500 Fifth Avenue, New York 36, N. Y.

212-D. WESTERN LUMBER SOURCES. A 40-page booklet gives mill personnel, capacity, and facility information on mills producing Douglas Fir, West Coast hemlock, Western red cedar, and Sitka spruce lumber. West Coast Lumbermen's Assn., Dept. SBS, 1410 S. W. Morrison Street, Portland 5, Ore.

213-D. STOCK WOODWORK. A 40-page catalog gives specifications, construction, and application details for Curtis wood window styles and types. Curtis Companies Service Bureau, Dept. SBS, Clinton, Iowa.

214-D. CEILING TILE. A 16-page booklet features Celotex's Hush-Tone and Designer ceiling tile in three "idea" rooms. It also covers other Celotex residential materials. The Celotex Corp., Dept. SBS, 120 S. LaSalle Street, Chicago 3, Ill.

215-D. REMOVABLE HORIZONTAL WINDOWS. A four-page folder describes the Rimeco Slide removable horizontal-sliding wood window unit. It emphasizes its styling, economy, weather-tightness, and easy maintenance. Rock Island Millwork Co., Factory Dept. SBS, Rock Island, Ill.

217-D. CARPORT. Folder shows sizes and uses of all-purpose SeaView shelter, from attached carport to free-standing patio. Built of aluminum with steel supports. Other literature is available on Flair window awnings and patio covers. SeaView Industries, Dept. SBS, 4030 N. W. 29th Street, Miami, Fla.

218-D. CEDAR-SHAKE PACKAGE. Literature describes a handy consumer package of Shakertown Clumac shakes, matching-color nails, and "Jiffy Corners." It shows how corners make a tight fit on outside walls. Shakertown Corp., Dept. SBS, 20310 Kinsman Road, Cleveland 22, Ohio.

101-C. PLYWOOD PRODUCTS. The Weldwood catalog (AIA File No. 19-F) contains descriptions, recommended uses, sizes, and approximate prices for every product in the Weldwood plywood line. All species and patterns shown in full color. United States Plywood Corp., Dept. SBS, 55 West 44th Street, N. Y. 36, N. Y.

102-C. FIBER ROOF COATING. "The Easy and Low Cost Way to Repair and Renew Roofs" is a folder covering the use of Gardner asphalt-asbestos roof coating. Gardner Asphalt Products Co., Dept. SBS, P. O. Box 5776, Tampa, Fla.

106-C. WINDOW SASH BALANCES. The new one-piece Spiraflex weatherstrip-sash balance is described in a catalog sheet. The new sash unit does not need individual parting bead and assures plumb installation. It has spiral balances. Caldwell Manufacturing Co., Dept. SBS, 68 Commercial Street, Rochester 14, N. Y.

109-C. WOOD SHUTTERS AND DOORS. The uses and benefits of the new Wing-Line Shutterfold doors are covered in catalog insert. Catalog No. 1056 shows details and gives sizes and benefits of Fit 'n' Finish shutters with movable louvers. Sam A. Wing Co., Inc., Dept. SBS, 5035 Willits Avenue, Dallas 6, Tex.

201-C. WOOD PANELING. Full-color brochures and a folder illustrate and describe plywood, Ripplewood, and California redwood wall paneling. Georgia-Pacific Corp., Dept. SBS, Equitable Building, Portland 4, Ore.

202-C. SLIDING-DOOR HARDWARE. Two folders describe and illustrate the Har-Vey Handi-Frame pocket door frame and the Har-Vey "B" Line Slide-A-Fold hardware. Folders include installation instructions. American Screen Products Co., Dept. SBS, 61 East North Avenue, Northlake, Ill.

203-C. STOCK MILLWORK. The "Ideal Millwork" catalog contains pictures, sizes, and specifications of Ideal All-West double-hung window units, stack window units, panel doors, Glide-and-Fold closet door units, sliding door units, screen doors, louver doors, window screens, kitchen cabinets. Ideal Co., Dept. SBS, Box 889, Waco, Tex.

204-C. ALUMINUM WINDOWS. Century pamphlet gives complete specifications and shows installation details of single-hung, double-hung, picture, Wall-Lite, horizontal rolling, and horizontal sliding aluminum windows. Century Aluminum Corp., Dept. SBS, Scottsburg, Ind.

205-C. KILN-DRIED LUMBER. Weyerhaeuser folder explains the advantages of their 4-square kiln-dried lumber in basic wood construction. Weyerhaeuser Sales Co., Dept. SBS, First National Bank Building, Saint Paul 1, Minn.

206-C. ALUMINUM SCREENS. Catalog sheets and price lists on the full line of aluminum screens are available from Homercraft Corp., Dept. SBS, Lithonia, Ga.

207-C. TRUSS LOCK PLATES. Illustrated folder details the layout, operation, and advantages of Templin truss lock plates and trusses. Templin Associates, Inc., Dept. SBS, Building 6, Airbase, Vero Beach, Fla.

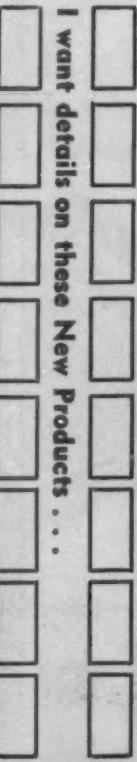
208-C. ALUMINUM DOORS AND WINDOWS. A catalog covers three lines of Nudor aluminum sliding glass doors and a folder on their horizontal sliding window. The catalog includes detail drawings, specifications, and installation instructions. Nudor Manufacturing Corp., Dept. SBS, 7326 Fulton Avenue, North Hollywood, Calif.

13-B. INCINERATORS. Donley incinerators for homes, apartments, and other buildings are shown in a new catalog. Complete technical data are given for fine-fed, floor-fed garden, and prefabricated steel models. Donley Brothers Co., Dept. SBS, 13905 Miles Avenue, Cleveland 3, Ohio.

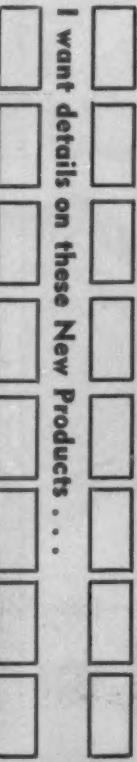
Use Postage-Paid Reply Card to Order Literature and Information Free!

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Send me these FREE Catalogs and Bulletins . . .



I want details on these New Products . . .



Send me information on these Advertisements . . .

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My Name . . .

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Company Name . . .

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City . . .

Zone . . .

State . . .

Prize-Winning Film on Lime Products Available

A 15-minute color-sound motion picture entitled "Gift of the Ages" is available on a free-loan basis from the Ohio Lime Co. in Woodville, Ohio. Made in cooperation with the Carnegie Museum in Pittsburgh, Pa., the film traces the 350-million-year history of limestone and shows how limestone products are made and used in modern construction and everyday living.

At the recent annual awards banquet of the Film Council of Greater Columbus, Ohio, this film won the Chris Award for production excellence for the Ohio Lime Co. and Austin Productions, Inc.

The true picture of motor vehicle usage is revealed by gasoline consumption figures which show current annual purchases in the South to be almost 21-billion gallons, or nearly 1,000 gallons per vehicle. This is 37.1% of the U. S. total and this proportion is showing steady annual increases.

Away back in 1895, my father, the late W. R. C. Smith, Michigan-born and-reared, visited the Cotton States and International Exposition in Atlanta. He was so impressed with what he termed "the nation's last industrial frontier"

that he returned permanently in 1905 to establish our present publishing company.

His dream of the South's future has been fulfilled. True, we still have our moonlight and magnolias — our beautiful Southern ladies — some plantations and an occasional mint julep. But those of us who have our roots in the soil of Dixie, and the many transplanted Southerners like my father, can take pride in the fact that the tenacity and energy which characterized our ancestors are still prevalent in the great and growing South.

You're Better Off

(Continued from page 35)

in the next 10 years.

This is quite a bold prediction but one must respect it when the recent expansion of atomic industries in this part of the country is taken into consideration.

With the upsurge of industry, the growth of trade and the consequent expansion of consumer incomes, there has come a great demand for newer and better housing. To meet this demand, residential construction has increased steadily. In 1957, the South was the only region showing an increase in dwelling units started over the preceding year. With a total of 346,300 it exceeded any other region and accounted for 33.23% of the U. S. total. This not only reflects Southern prosperity but by an odd twist also adds to it, by increasing the opportunities for commerce and employment.

While all the other economic gains are being made, the automotive industry is not idle. True, franchised car dealers have been having a rough time of it throughout the nation, but their objective — particularly the younger ones with the years ahead to afford it — are looking to the booming market in the '60's when 1955's record sales year of 8-million cars and trucks will be topped by 10-million or more units.

In 1939, total vehicle sales in the South amounted to 952,893 units, and today total registrations are over 23-million. In most recent years annual sales in this area have been exceeding 2-million.

This Folder will show you how to

SPACE AND COST Savings

BERRY FLOAT-AWAY WALLS

SAVE \$50 per HOUSE on Construction Costs!

SEND FOR YOURS TODAY

PLEASE RUSH TO ME, WITHOUT OBLIGATION, THE NEW FOLDER "SPACE AND COST SAVINGS"

NAME _____

ADDRESS _____

CITY _____ STATE _____

BERRY FLOAT-AWAY CLOSET DOORS

1091 ZONOLITE ROAD, N. E.

ATLANTA 6, GEORGIA

PRODUCT PARADE

MAIL BOXES

Fifteen styles of mail boxes are included in the Aristocrat line introduced by Leigh Building Products, Division of Air Control Products, Inc., Dept. SBS, Coopersville, Mich.



Two of the mail boxes are made of solid brass, with polished natural brass and bronze finish. Others are of wrought iron, with baked enamel finishes of colonial black, colonial black and white, and a combination of terra cotta and coral. Solid brass trim and ornaments are used on many styles.

Write P248 on reply card, page 72.

DISAPPEARING STAIRWAY

A low-priced disappearing stairway unit is offered by the Bessler Disappearing Stairway Co., Dept. SBS, 1900 East Market Street, Akron 5, Ohio.

The lightweight Model 25 is reportedly strong and safe, and guaranteed not to skid or slip. Scientific spring balancing provides easy operation. Models are available in heights from 7'7" to 9'3". Width of the stairway is 17-3/16" overall.

Write P249 on reply card, page 72.

PNEUMATIC DOOR CLOSER

A door closer for jalousie, storm and combination doors, both right- and left-hand, is offered by the H. B.



Ives Co., Dept. SBS, New Haven, Conn.

A longer jamb bracket permits the door to open approximately 120° before closer hits the door. A heavy-duty spring inside the barrel absorbs shock when the door is opened beyond 120°.

A special head jamb bracket adds rigid support. A hold-open washer holds the door open in any desired position. The closing spring is adjustable for various weight doors.

Write P250 on reply card, page 72.

INSECTICIDE VAPOR BARRIER

Bird & Son, Inc., Dept. SBS, 1142 East Bay Street, Charleston, S. C., offers two new insecticide products.

Bird Termibar is a termite-resistant vapor barrier that is said to stop and poison termites, seal out moisture, and to kill fire ants, carpenter ants, and other insects.



to permit venting directly into the chimney. Smoke and odors are drawn into a separate stainless steel "Turbo" combustion chamber in the rear where they are consumed before entering the flue.

Write P252 on reply card, page 72.

REMOVABLE MUNTINS

Removable muntins, a convenience to speed window washing and painting, are offered by the Rolscreen Co., Dept. SBS, Pella, Iowa. They are available to fit Pella wood casement, MultiPurpose, and the Twinlite awning-type windows.

Made of clear, toxic-treated Western pine, the muntin bars are steel-pinned at intersections and can be removed in one piece. Bars are set inside sash by a simple ball-and-socket arrangement.

They are available in horizontal and multipane types — for a low-cost means of varying the appearance of home designs.

Write P253 on reply card, page 72.



Bird Termibar is packaged in 5-square rolls containing 550 square feet. It is laid in strips, side by side with 6" overlap.

Bird Termibar Caulk is an asphalt caulking compound containing diel-drin. It is designed for use with Termibar to be applied in open space around pipes, structural members, and other openings. This caulk comes in a cartridge which may be used with any standard caulking gun.

Write P251 on reply card, page 72.

SMOKELESS INCINERATOR

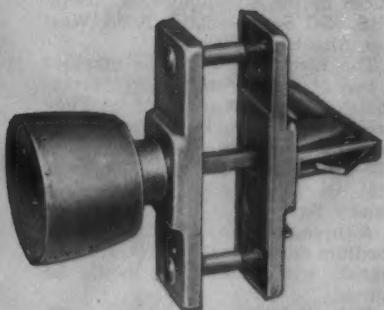
A smokeless, odorless home incinerator is introduced by the Majestic Co., Dept. SBS, Huntington, Indiana. The unit features modern, smooth-line styling suitable for kitchen or utility room.

The gas-fired Supreme model reportedly disposes of household trash and garbage while satisfying local smoke abatement codes.

The flue opening is set in the rear



*New... for screen
and combination
doors of metal
or wood*



No. 1106 Slide Lock.

**DEXTER LOCK
DIVISION**

Dexter Industries, Inc.,
Grand Rapids, Michigan

In Canada: Dexter Lock Canada Ltd., Galt,
Ontario • In Mexico: Dexter Locks, Plata
Elegante, S.A. de C.V., Monterrey • Dexter
Locks are also manufactured in Sydney,
Australia; Milan, Italy and Porto, Portugal.



No. 1104
Key-in-Knob Lock

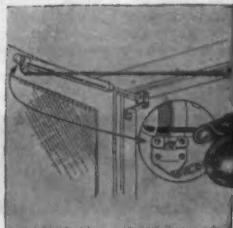
New brass or aluminum finishes, new tulip knob, new smooth-working functions in companion key-in-knob and slide locks. There's one for every screen and combination door — and each one is loaded with Dexter quality features. Tie bolt construction. Knob and lever handle are pressure cast aluminum. Solid steel spindle, stainless steel bolt, strike and escutcheons. Hard, lustrous finish of weather-protecting, baked-on aluminum or brass pigmented enamel. Adjustable, surface-mounted strike; no edge hole required — only three small cross holes — for fast, easy installation. Write for new brochure.



No. 1104J — has long
lever handle for jalousie
doors.

No. 1106J — has long
lever handle for jalousie
doors.

No. 1102 Economy Slide Lock — same as 1106,
but has standard knob instead of tulip design.



No. 80 Dialmatic Door Closer —
installs in minutes, adjust closing
speed with twist of wrist.

No. 45 Spring Chain Stop — zinc
plated steel, easily installs on
metal or wood doors.

WORLD'S LARGEST MANUFACTURER OF LOCKS FOR SCREEN AND COMBINATION DOORS

DEXTER

and porcelain finishes — in white, coppertone, blue, pink, yellow, and turquoise.

The drop-in units have dial-type controls. They are only 3" deep, permitting the use of drawer space under the unit in some cabinets. There is no front cabinet cut-out for air intake or valve knobs. A snap-on top allows for easy cleaning and adjusting.

The T-481 series will be available with single-duty, high-low burners; or center simmer dual burners and center simmer dual burners with one Harper Uni-Matic controlled heat top burner.

Write P254 on reply card, page 72.

LIFT-TRUCK MAST

A high mast especially developed for the Hustler PUG electric lift truck is offered by the Hustler Corp., Dept. SBS, 17529 Elm Street, Wiloughby, Ohio.

The mast can be used for stacking in storage areas, general utility work in production areas, and for loading.

Composed of three telescoping sections, it extends to a maximum height of 135 1/4" for stacking. The same mast can be reduced to 69" for working in production areas, and to a 50" free lift for truck loading.

Write P255 on reply card, page 72.

ELECTRIC RANGES

The Whirlpool Corp., Dept. SBS, St. Joseph, Mich., offers four new models in its line of 30" ranges. The Mark XXX model, Imperial model,



Custom model, and Deluxe, feature a built-in cooking guide, infinite heat controls, a "flash" surface unit, automatic rotisserie, and a 24" oven.

Four 40" models also are included in the Whirlpool line of electric ranges. Two large bake ovens, convertible griddle, extra-large fifth unit, deep-well cooker, barbecue-meat oven, utility drawer, and automatic clock are range features.

Write P256 on reply card, page 72.

AIR-OPERATED NAILER

A portable, air-operated hand nailer is introduced by Fas' Nail, Division

of International Staple and Machine Co., Dept. SBS, P. O. Box 270, Herrin, Ill.

The Fas' Nail nailer reportedly can drive and set standard box nails automatically five times faster than an ordinary hammer. It can clinch, toe-nail, or drive a nail in any position.

The tool weighs only 3 1/2 pounds. Two different nail sizes — 1 1/4" and 1 1/2" — are available for use in the nailer.

Write P257 on reply card, page 72.

ELECTRIC BARBECUE GRILL

For indoor barbecuing, an Electricmec built-in barbecue-broiler is introduced by the Stanthony Corp., Dept. SBS, 5341 San Fernando Road, West Los Angeles, Calif.

The Electricmec barbecue employs a bed of ceramic refractory "ceracoals" which last indefinitely. They are brought quickly to the proper broiling temperature by a 4,000-watt, 220-volt electric element. The coals seal in juices and give meat a smoky flavor.

A three-position switch gives high, medium or low heat control. A timer signals when the meat should be turned.

Write P258 on reply card, page 72.

FOR CONTINUOUS PROFITS SELL GENUINE CERAMIC GLAZED TILE

in the new **Mosstile**
take-home-pak for the
"do-it-yourself market"

Once do-it-yourselfers buy modern MOSSTILE TAKE-HOME-PAKS, their friends and neighbors will be back for more. They like the rich, satin-smooth finish, easy-to-clean surface. Known for its lasting beauty, friends and neighbors will like the many ingenious uses Ceramic Wall Tile provides to brighten any area around the home.

A NEW EASY-TO-WORK-WITH WALL TILE

- 5/32" thin, it's about 1/2 the weight and thickness of ordinary tile, yet maintains the highest quality and durability.
- NO PROFESSIONAL TILE CUTTER NECESSARY — cuts easily with an ordinary glass cutter wherever cutting is required.
- SPACER LUGS for quick installation, automatically provide even spacing.
- so simple to install . . . anyone can do it, improves the appearance and value of the home.
- choice of 9 always-alive merchandising colors, with sales features that only Mosstile Ceramic Tile can offer.

Also available: ATTRACTIVELY PACKAGED TOOL KIT, ADHESIVE AND GROUTING CEMENT

Write direct for full information

HANDY MOSSTILE TAKE-HOME-PAK

. . . with complete do-it-yourself installation instructions. Smartly packaged and easy to carry, weighs only 8 lbs. Contains 5 square feet of genuine Ceramic Glazed Wall Tile. 4 1/4" x 4 1/4" standard size.

DAVID L. MOSS & CO., Inc.

ESTABLISHED 1912

1270 SIXTH AVE., NEW YORK 20, N. Y. Circle 7-6145

ADJUSTABLE WOOD SHELVES

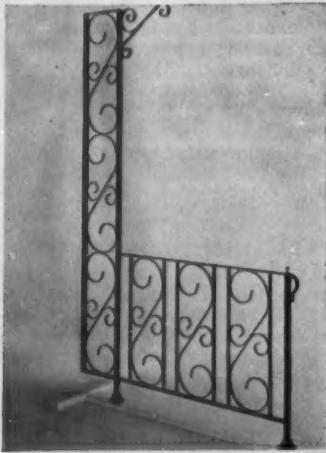
Lundia pre-fabricated adjustable wood shelving is now available from Lundia Division, Swain & Myers, Inc., Dept. SBS, 224 W. Cerro Gordo Street, Decatur, Ill.

The Swedish-designed shelving is designed for all-purpose storage applications. It has a guaranteed shelf-load capacity of 500 lbs.

Shelves can be erected in minutes without special tools, and can be expanded, adjusted, and dismantled with ease. They are adjustable every two inches, and may be tilted for display purposes or left level to serve as desk areas.

Write P259 on reply card, page 72.

IRON ROOM DIVIDER



An ornamental iron room divider that can be installed quickly is offered by the Colonel Logan division of Logan Co., Dept. SBS, 200 Cabel St., Louisville 6, Ky.

The divider consists of a wrought iron column and a connecting section of railing which extends 5' from the wall. It can be adjusted to fit ceiling heights from 7'-9 1/2" to 8'-2".

Write P260 on reply card, page 72.

PAINT ROLLERS

A paint roller that is said to work with any kind of paint is offered by the Corcoran Manufacturing Co., Dept. SBS, 1379 Gladys Avenue, Long Beach 4, Calif.

The Plasti-Roller is made of a gas-expanded, thermoset plastic material that reportedly is light, flexible, durable, mildew resistant, chemically resistant, self-ventilating, and odorless.

The Plasti-Roller has a seamless cover and roller edge bevel, which is said to insure no seam marks and no edge marks left on the surface.

The roller extends beyond the roller core to permit close corner work and trimming.

Three models of the plastic rollers in three sizes meet painting conditions for smooth surfaces, interiors, stucco and masonry, edging and touch-up jobs.

Write P261 on reply card, page 72.

PANEL CORE BOARDS

A complete line of core boards for sandwich panel construction is offered by the Armstrong Cork Co., Dept. SBS, Lancaster, Pa.

These structural insulating materials may be used in sandwich panel construction for all types of buildings. They are suitable for interior and exterior panels.

Minacore is an incombustible mineral fiber with good thermal insulating value, structural strength, and moisture resistance.

Armalite is a lightweight expanded polystyrene board; and Temlok is a low-cost wood fiberboard which has high strength, good insulating efficiency, and good moisture resistance.

The boards are available in sizes up to 4' x 12'.

Write P262 on reply card, page 72.

FOLDING WOOD DOOR

A two-door Rezo-Fold unit that is designed to eliminate sliding door and pocket installations is introduced by the Paine Lumber Co., Dept. SBS, Oshkosh, Wis. It requires no floor guide, track, or other stabilizing device.



Smooth operation is assured by three-point suspension and pivot brackets at top and bottom of side jambs. A swivel hanger, with four-wheel nylon rollers, slides in an extruded aluminum head track.

The unit is available in 2', 2'-6", 2'-8", and 3' widths to fit finished openings 6'-8 1/2" and 7'-11 1/4" high. Each unit is carton-packed, with doors hinged and holes factory-drilled.

Write P263 on reply card, page 72.

"READY-MIX" BUSINESS PAYS OFF!



Actual photograph Ready Mix Installation at Huston Lumber Company — at Carey, Ohio

Your Winslow representative can call on you, at your convenience, and prove, with "details and facts," how you can set-up a profitable Winslow Ready-Mix plant at a reasonable overall investment.

Here are some typical dealer reports . . . "our Binanbatch investment paid for itself in approximately one year" . . . "big increase in tie-in sales since handling Ready-Mix in our yard" . . . "We get additional business in our area because we sell Ready-Mix."

Take advantage of the Binanbatch Ready-Mix profits . . . have our representative prove to you a minimum investment puts you in the Ready-Mix business!

Send coupon for complete details.

Winslow Scale Co.

25th & Haythorne Terre Haute, Ind.

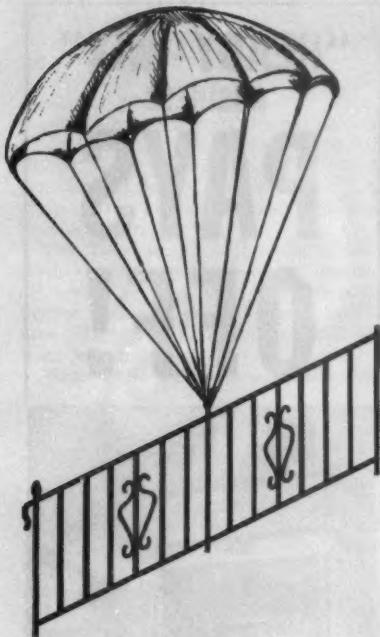
Please send us details on the Binanbatch for increasing over-all profits.

Name

Address

City Zone

State



ARE YOUR PLANS FOR ORNAMENTAL IRON AND ALUMINUM SALES UP IN THE AIR?

If so, we can bring you down to earth where the real dollars are.

Most new home plans include some type of rail.

Check these reasons you too, should be reaping profits.

- Year 'Round Sales
- High Mark-ups
- Free Sales Aids
- No Inventory-Space Problems
- For "Do-it-Yourself" Trade or Your Own Installation
- Adjustable! For Level or Stair Installations

TO: ELITE FABRICATORS

Dept. E-1-M
Bel Air, Maryland

Gentlemen: Please send me the sales story on "Adjusto-Ease" Decorative Iron and "Homocraft" Aluminum Rail.

Name _____
Address _____
City _____ Zone _____ State _____
Jobber _____

GIANT ASPHALT SHINGLE

The Roofmaster giant-size asphalt shingle is said to reduce application costs and to seal instantly and permanently under all weather conditions. It is a new product from the Philip Carey Manufacturing Co., Dept. SBS, Lockland, Ohio. The shingles come in eight colors.

Fewer shingles are required per square with the Carey Roofmaster shingles, which measure 16" x 42.85". The Roofmaster's larger tabs give roofs 60% more color exposure.

A thick band of Sta-Seal adhesive provides instantaneous sealing for Roofmaster shingles. The adhesive binds one shingle to another without dependence on the heat of the sun. It is said to insure a tight seal against moisture even in gale winds.

Write P264 on reply card, page 72.

METAL FURNITURE LEGS

Emco Specialties, Inc., Dept. SBS, 1317-1319 Locust Street, Des Moines, Iowa, has added a brass tapered leg with a 14-gauge dual top plate to its line of metal furniture legs.

The new leg is made of 18-gauge tubing and comes with a clear plastic tip. Sizes range from 6" to 28". The legs are shipped in boxes of four with wood screws.

Emco also offers 8" x 11" shelf dividers that come in satin brass-plated and satin black finish. Two $\frac{1}{2}$ " x 8" base brackets are also available in the brass and black finishes.

Write P265 on reply card, page 72.

HARMONIZED COLOR SYSTEM

The Gold Bond Velvet Custom-Tint system, featuring 200 colors of paint in pre-selected groups, is introduced by the National Gypsum Co., Paint Division, Dept. SBS, Buffalo 2, N. Y.



A leather-bound guidebook, designed to save time in planning interior color schemes, contains the 50 new harmony groups. Each page contains a different group of four decorator-harmonized colors.

Pastel colors are included along with the 20 standard Velvet colors matching in Gold Bond latex enamel.

Write P266 on reply card, page 72.



PRE-FAB FIREPLACE

A new pre-fab fireplace — the Vitroliner Open Hearth — is offered by the Condensation Engineering Corp., Dept. SBS, 3511 West Potomac Avenue, Chicago 51, Ill.

The firebox includes the use of a refractory lining. The fireplace base, firebox, hood, and stack are made of 16-gauge rolled iron.

Write P267 on reply card, page 72.

PREFINISHED PEGBOARD

Marsh Wall Products, Inc., Dept. SBS, Dover, Ohio, offers Marlite Peg-Board in its complete line of 4' wide panels.



The perforated hardboard panels are now available in a variety of plastic-finished patterns including nine pastel colors, seven woodgrains, and six marbles.

Both functional and decorative, the Marlite Peg-Board panels are used as accent walls in living rooms; pin-up walls in children's rooms; room dividers; sliding doors in cabinets; on closet doors for hanging garments; and on kitchen walls as a background rack for pots and pans.

Write P268 on reply card, page 72.

RAIN-CARRYING EQUIPMENT

The Aluminum Co. of America, Dept. SBS, 1501 Alcoa Building, Pittsburgh 19, Pa., offers a new aluminum rain-carrying system in two styles. The ogee type, has a distinctively shaped

DIXISTEEL Nails Now Come In Modern 50 lb Caddys



Hundred-pound nail containers have gone the way of old-fashioned kegs! We're no longer packing nails that way. Now every type, size, and finish of top-quality DIXISTEEL Nails come only in the handy 50-pound Nail Caddy. It is strong, durable, and weather-proof. It is far more convenient and easier to handle — both for you and your customers.

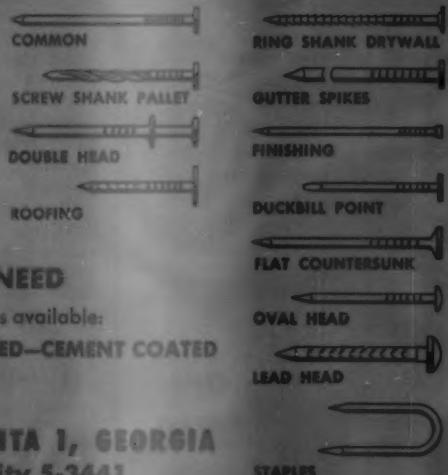
ORDER DIXISTEEL NAILS FOR EVERY NEED

Here are a few of the many types available:

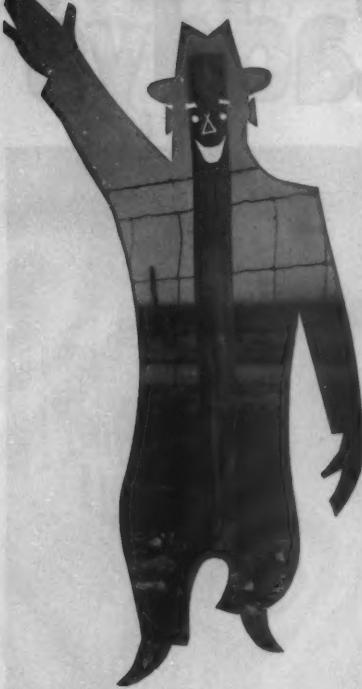
BRIGHT—GALVANIZED—BLUED—CEMENT COATED

Made Only by

ATLANTIC STEEL COMPANY • ATLANTA 1, GEORGIA
P. O. Box 1714



HERE'S A SALESMAN THAT'S BEEN SELLING For 40 Years



This TIME-TESTED Long-Bell Creosoted Post has been on the job near Yorktown, Ill. for 40 years. This, like millions of other L-B Posts all over the country, is giving constant service and satisfaction. They have built an acceptance for Long-Bell dealers everywhere.

Long-Bell Creosoted Posts are pressure-treated with 100% creosote oil, almost a half gallon in the average-sized line post.

Manufacturers of these other "lifetime" products—

CREOSOTED SOUTHERN YELLOW PINE & DOUGLAS FIR:

POSTS • POLES • PILING

LUMBER • CROSS ARMS • TIES

WOLMANIZED® DOUGLAS FIR LUMBER

UNTREATED FABRICATED TRUSSES

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410 T&P Pass.

Station Bldg.

Ft. Worth, Texas

415 New Moore Bldg.

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There Is No Substitute
For The L-B Brand

INTERNATIONAL PAPER COMPANY
Long-Bell
DIVISION
KANSAS CITY, MO. • LONGVIEW, WASH.



front bead. The other type is the half-round shape.

The building product for both original and replacement installations is formed from heavy gauge (.032") Alclad sheet. A simple hand tool blind-rivets all joints.

Leakage is prevented by a special gutterseal. This joining procedure, combined with a system of hanger and apron, makes installation easy and fast.

Write P269 on reply card, page 72.

PLASTIC FLASHING

A new low-cost plastic flashing is marketed by the American Sisalkraft Corp., Dept. SBS, Attleboro, Mass.

Polyethylene plastic is bonded to a rot-resistant Sisalkraft paper to produce this Moistop flashing. The product is said to combine the inertness and permanency of plastic with the strength of reinforced, waterproof paper.

Moistop flashing is available in roll widths from 6" to 60". All rolls are 120' long.

Write P270 on reply card, page 72.

FLUSH GARAGE DOOR

The Raynor Jet combines steel, wood, and hardboard into a low-priced, durable flush garage door. It is offered by the Raynor Manufacturing Co., Dept. SBS, Dixon, Ill.



Full door-width hardboard sections "float" in galvanized steel frames. They are reinforced with wood muntins to add durability and prevent warping.

The steel frames have rabbeted joints to form a weather-tight seal. The frames are rust-proof and specially treated for paint adhesion.

The Raynor Jet garage door is available with torsion or extension springs. A special wood bottom rail provides for easy scribing and attachment of rubber astragal.

Write P271 on reply card, page 72.

ALUMINUM SLIDE WINDOW

A line of Watson double-vent aluminum slide windows that come pre-assembled, ready to be nailed into the wall opening, are introduced by the W. M. Products Co., Dept. SBS,



5425 Blossom Street, Houston, Tex.

The windows are glazed with a vinyl plastic interlocking bead so that the glass is air-tight and rattle-free. They are weatherstripped with double contact, metal-backed wool pile. Both vents slide smoothly and are easily removable for cleaning.

The windows, available with screens, also come with a fixed light in the center to provide a picture window with ventilation.

Write P272 on reply card, page 72.

COMPACT PAINT SPRAYER

A lightweight, portable paint and insecticide spraying unit is introduced by Thomas Industries, Inc., Dept. SBS, 410 South Third Street, Louisville 2, Ky.

The compressor weighs only 4½ pounds, yet provides full-scale operation. It operates at 8000 RPM on any 115-volt electrical outlet.

The eight-ounce spray gun handles all types of paint, including the splatter types. Made of DuPont Zytel nylon, the spray gun can be cleaned quickly and used for insecticide spraying.

Write P273 on reply card, page 72.

"THE VERY BEST IS"

TEMPLIN
ENGINEERED ROOF FRAMING

ALL AGENCY AND BUILDING DEPARTMENT ACCEPTANCE
ENGINEERED BROCHURES AVAILABLE TO ARCHITECTS

FRANCHISES
NOW AVAILABLE
FOR
TRUSS MANUFACTURERS
AND
PROGRESSIVE LUMBER SUPPLIERS

No Special Equipment Required
WRITE OR PHONE

TEMPLIN
ASSOCIATES, INC.
Vero Beach, Florida

PRODUCT BRIEFS

SLIDE - CHART CALCULATOR gives precise data on heat gain through windows. The calculator consists of a chart cover with window slots and data insert cards. Data insert cards are prepared in 4° latitude steps from 26° to 50°, for 13°, and the equator. The calculator can be adjusted for latitude, season, window orientation, and time of day. Reflectal Corp., Dept. SBS, 310 S. Michigan Avenue, Chicago 4, Ill.

Write P274 on reply card, page 72.

WOODWORKING JOINTERS in 6" and 8" models are offered by the Walker-Turner Division, Rockwell Manufacturing Co., Dept. 1002-SBS, 400 N. Lexington Avenue, Pittsburgh 8, Pa. A longer bed, more convenient controls, dual-purpose safety guard, adjustable table and fence are features of both sizes.

Write P275 on reply card, page 72.

FAN-CONTROL TIMER fits a single standard electric outlet box. The model FA51-0 automatically shuts off electrical equipment at any pre-selected time up to 20 hours. The Paragon Electric Co., Dept. SBS, Two Rivers, Wis.

Write P276 on reply card, page 72.

ENGINEERED PARTICLE BOARD is now available in a range of strengths and smoothnesses from Pope & Talbot, Inc., Dept. SBS, 3070 N. W. Front Avenue, Portland 10, Ore. A new production technique enables complete integration of two different forms of wood fiber in any

desired proportion. Electronic measuring devices can blend materials to produce a particle board with predetermined characteristics.

Write P277 on reply card, page 72.

LARGER LAVATORY is offered by Mansfield Sanitary, Inc., Dept. SBS, Perrysville, Ohio. The vitreous china lavatory combines a modern hexagonal design with a sloping panel front. It measures 20" x 18" overall and provides a 15" x 11 1/4" bowl.

Write P278 on reply card, page 72.

SHADOW - TONED SIDING called Sil-O-Ett is introduced by the United States Gypsum Co., Dept. SBS, 300 West Adams, Chicago 6, Ill. The asbestos-cement siding is available in six colors. It has straight-grain texture and is both fire and weather resistant.

Write P279 on reply card, page 72.

PREFINISHED PLYWOOD called Color-Styled Samara combines the fine hardwood grain with a range of decorator colors. Samara paneling is a relatively inexpensive African hardwood. Color-styled, it comes in Biscayne blue, Sherwood green, coral rose, dove grey, provincial, candlelight, suntan, nutmeg, and cinnamon. United States Plywood Corp., Dept. SBS, 55 West 44th Street, New York 36, N. Y.

Write P280 on reply card, page 72.

COLOR LIGHTING KIT for outdoor use in gardens, patios, and commercial decorative lighting is offered by Stonco Electric Products Co., Dept. SBS, Kenilworth, N. J. The 1"-high unit provides full color lighting with a standard 75-watt and 150-watt PAR-38 reflector lamp. The kit consists of interchangeable color lenses and a lens-holder which snaps directly to the lamp.

Write P281 on reply card, page 72.

WALL ANCHOR designed for fastening wood furring strips to masonry walls is introduced by Diamond Expansion Bolt Co., Inc., Dept. SBS, Garwood, N. J. The Fur-N-Strip anchor is made of aluminum and comes with a hot dip galvanized nail. The 1"-long anchor is cylindrical with split sides, a flanged top, and a slit at one end. The nail is 1 1/4" long.

Write P282 on reply card, page 72.

SPACE-SAVING is a 4 1/2'-long bathtub. It is well suited for installation in a second bathroom in older homes where space is at a premium. The cast-iron enameled Minocqua is 29" wide and 14" high. Kohler Co., Dept. SBS, Kohler, Wis.

Write P283 on reply card, page 72.

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PATCH AND CRACK FILLER is ideal as a flooring patch, or for filling cracks and patches in plaster. The powdered plastic compound also can be used to re-set loose ceramic tile or to fill joints. Filmix is easy to mix and apply. It comes in 10 to 100 lb. bags. Selby, Battersby and Co., Dept. SBS, 5210 Whitby Avenue, Philadelphia 43, Pa.

Write P284 on reply card, page 72.

VERSATILE ENAMEL reportedly primes, seals, and finishes most interior surfaces in one coat. Puralkyd Flat dries overnight to a velvet smooth finish. It requires no sizing, is easy-working, and extremely durable. The white alkyd flat interior enamel can be tinted to any desired shade. Adelphi Paint & Color Works, Inc., Dept. SBS, 86-00 Dumont Avenue, Ozone Park 17, N. Y.

Write P285 on reply card, page 72.

DRAWER SLIDE designed for use in desk drawers, store fixtures, and cabinets is offered by the Grant Pulley & Hardware Corp., Dept. SBS, High Street, West Nyack, N. Y. The Grant No. 335 requires only $\frac{1}{8}$ " side space, yet is said to support a weight of 75 to 100 pounds. Nylon self-lubricating wheels with steel ball bearings insure smooth roller action.

Write P286 on reply card, page 72.

CORROSION RESISTANT TANK for water systems has been developed by the F. E. Myers & Bros. Co., Dept. SBS, 301 South Orange Street, Ashland, Ohio. Tank surfaces are coated with an epoxy plastic, which is then "fire cured." The resulting high-gloss finish is said not to chip, crack or peel. The tanks are available in 21, 42, and 83-gallon capacities in seven different models.

Write P287 on reply card, page 72.

DISAPPEARING CLOTHESLINE in Eko's 1958 Model Continental has an aluminum spreader bar with an easy grip handle. A wall bracket of 12-gauge steel mounts on the opposite wall or post and the handle hooks to it. The plastic lines reel in and out with ease. Continental, Dept. SBS, 302 West Whittier Boulevard, Whittier, Calif., offers the Continental in two models: a four-line model holding 100' of line, and a five-line model holding 150' of line.

Write P288 on reply card, page 72.

SANDING TOOLS have a grit surface composed of tungsten carbide particles which are fused to sheet steel. EverLast sanding tool line includes hand sanders, all-purpose files, orbital sanding plates, and four sizes of discs for power sanders. PAR Enterprises, Dept. SBS, Northbrook, Ill.

Write P289 on reply card, page 72.

RESILIENT FLOORING can be installed over any smooth, firm, clean

surface. Plankstyle rubber flooring is available in 4" x 36" planks in Woodgrain colors of white oak, chestnut, and silver ash. It comes in 5/64" and $\frac{1}{8}$ " thicknesses. Kentile, Inc., Dept. SBS, 58 Second Avenue, Brooklyn 15, N. Y.

Write P290 on reply card, page 72.

WALLBOARD TAPE developed for use with Ames automatic tapers is available from the Marvan Corp., Dept. SBS, 26 Grassmere Avenue, West Hartford, Conn. The 100% virgin hemp Ta-Per-Tape is supplied in 1,000' rolls. It is said to be blister-proof, wrinkle-proof, and ripple-proof in use, and not to expand when wet.

Write P291 on reply card, page 72.

MASONRY WATERPROOFER is said to stop all pressure seepage and flow of water through brick-work, concrete, and stonework. When applied on masonry walls and structures, Aqua-Tyte stops capillary action and prevents above-ground dampness and consequent flaking off of paint. Dakota Engineering, Inc., Dept. SBS, Chemical Division, 6641 Crenshaw Boulevard, Los Angeles 43, Calif.

Write P292 on reply card, page 72.

PLASTIC CANOPY keeps basement window wells dry and clean, yet allows full light passage. Made of Plexiglas acrylic plastic, Accro-Dome measures 44" wide, 22" deep, and 11" high. It is held in place by two wire brackets, bolted through holes drilled in the corrugated metal liner inside the window well. Accro Plastics, Dept. SBS, 3272 W. Fullerton Avenue, Chicago 47, Ill.

Write P293 on reply card, page 72.

HOT-WATER DISPENSER is built into the kitchen sink to provide near-boiling water from a one-half gallon brass tank. Konstant Hot will deliver 10 cups of the hottest water and it will heat up to 80 cups per hour. A 750-watt, 115-volt heater is controlled by a pre-set thermostat. Delta-T-Inc., Dept. SBS, 25 Canfield Road, Cedar Grove, N. J.

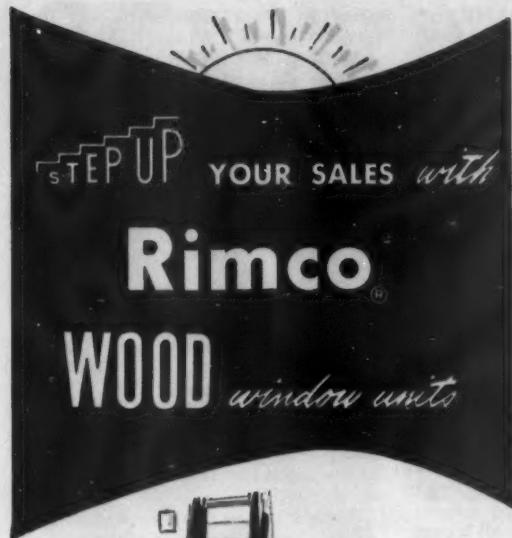
Write P294 on reply card, page 72.

THRESHOLD PLATES in mill or anodized finishes in three styles are available from General Extrusions, Inc., Dept. SBS, 4040 Lake Park Road, Youngstown, Ohio. Genera-elastic plates have resilient, wear-resisting vinyl inserts.

Write P295 on reply card, page 72.

LOW-COST VINYL TILE is available in Flaxen Wisp, Woodgrain Cork, and Modern Tweed patterns from the General Tire and Rubber Co., Dept. SBS, Englewood Avenue, Akron 9, Ohio. Called Vogue, the 9" x 9" flooring is made completely of vinyl, without any foreign type of backing.

Write P296 on reply card, page 72.



Rimco "Six-Ten"



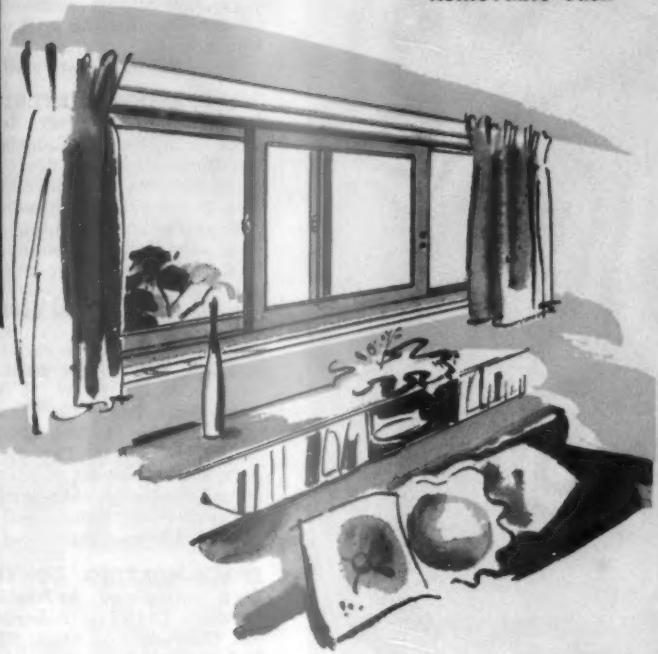
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INSULATING-GLASS FRAME of impact-absorbing aluminum now protects the edges of the double-paned units made by the Libbey-Owens-Ford Glass Co., Dept. SBS, 608 Madison Avenue, Toledo 3, Ohio. Special mastic material, applied between the metal frame and glass edges, provides a cushioning effect for the Thermopane unit within the frame.

Write P297 on reply card, page 72.

WATERPROOF MATERIALS are offered by Glas-Kraft, Inc., Dept. SBS, Mill Street, Lonsdale, R. I. Ply-Shed is a tough, flexible, waterproof membrane applicable to window flashing, through-wall flashing, and cavity-wall flashing. Ply-Pane is a polyethylene film available in 2, 4, and 6 mil clear, and in 6 mil sun-resistant black.

Write P298 on reply card, page 72.

COLORED NAILS to match all types of siding and interior wallboards are introduced by the W. H. Maze Co., Dept. SBS, Peru, Ill. Maze colored nails come in 11 stock colors and 40 non-stock colors. The Stormguard nails are doubled-dipped in molten zinc. Threaded shanks provide holding power and reduce nail popping.

Write P299 on reply card, page 72.

SPACE-HEATING CONTROL has been introduced by the Grayson Controls Division, Robertshaw-Fulton Controls Co., Dept. SBS, Long Beach, Calif. In one small unit, the Unitrol 1000 combines A and B gas cocks, 100% safe-lighting automatic pilot, pilot filter, pilot flow adjuster, thermostatic gas valve and pressure regulator.

Write P300 on reply card, page 72.

BUILT-IN SPICE CABINET of baked enamel and aluminum mounts easily in any recessed area in the kitchen wall. The 14 1/4" x 5" cabinet is 2 1/2" deep and holds nine spices in removable trays. It comes in pink, yellow, copper tone, or pure copper. D'Anco Manufacturing Co., Dept. SBS, 2612 E. Colorado Street, Pasadena, Calif.

Write P301 on reply card, page 72.

CHLORINATING UNIT is automatic and operated solely by water power. The Clayton Mark Chlorinator, designed like a home water meter, injects a tiny stream of ordinary household chlorine bleach into the water supply in the amount needed to safeguard health. Clayton Mark & Co., Dept. PR-SBS, 1900 Dempster Street, Evanston, Ill.

Write P302 on reply card, page 72.

PIPE COVERING made of Styrofoam, with pre-adhesive edges, cuts application time and costs for all large or small low-temperature pipes. The pipe covering is said to provide insulation, complete vapor barrier, and anti-sweat and anti-drip properties. Glo-Brite Prod-

ucts Inc., Dept. SBS, 6415 N. California Avenue, Chicago 45, Ill.

Write P303 on reply card, page 72.

WALL TILE for the Do-It-Yourself market comes in a modern Mosstile Take-Home-Pak. The package weighs 8 lbs. and contains 5 square feet of ceramic glazed tile with complete installation instructions. Each Mosstile is 4 1/4" x 4 1/4" standard size. David L. Moss & Co., Dept. SBS, 1270 Sixth Avenue, New York 20, N. Y.

Write P304 on reply card, page 72.

ADJUSTABLE POST KIT to raise sagging floors of any height is offered by Taylor & Boggis Foundry, Dept. SBS, 1261 Babbitt Road, Cleveland 14, Ohio. The Tay-Bo metal kit contains a heavy metal base plate, a cap with adjusting screw and a heavy top plate. It fits a 4" x 4" post of any length.

Write P305 on reply card, page 72.

ALUMINUM ROOF COATING is available from James B. Sipe and Co., Dept. SBS, Pittsburgh 16, Pa. Called Luma-Tint, the aluminum-based roof coating is available in eight colors. Applied with a brush or spray gun, it is said to reflect light and heat, seal and waterproof, and have long-lasting, fade-resistant colors.

Write P306 on reply card, page 72.

Features! Features! Features!

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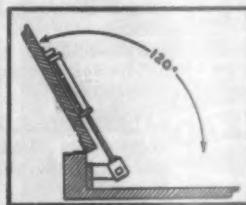
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HELPFUL LITERATURE

PERIMETER ASBESTOS PIPE. A 6-page folder illustrates the time-saving features of Transite Air Duct in perimeter installation. Methods of joining, available segmental fittings, and diameters and weights of the asbestos pipe are featured. Johns-Manville Sales Corp., Dept. SBS, 22 E. 40th Street, New York 16, N. Y.

HOG BUILDINGS. "Life Cycle Housing," an 8-page booklet, describes a mass-production hog raising system. It includes three buildings specially designed for fir plywood construction. Plans for each building are available and include working drawings and bills of materials. Douglas Fir Plywood Assn., Dept. SBS, 1119 A Street, Tacoma 2, Wash.

READY-MIX TRUCKS. The White Motor Co. offers a folder containing engineering data on truck applications for ready-mix concrete service. It includes information on proper power take-off application and describes engineering features and construction of the White 9000 chassis. Sales Promotion Dept. SBS, White Motor Co., Cleveland 1, Ohio.

GLASS BLOCK. A new catalog describes Owens-Illinois glass blocks, their uses, functions, and installation methods. Available from the Kimble Glass Co., Dept. SBS, Owens-Illinois Building, Toledo 1, Ohio, the catalog lists the various decorative and functional patterns, including the newest design in solar-selecting glass blocks.

PALLET NAILING. The Virginia Polytechnic Institute, Wood Research Laboratory, Dept. SBS, Blacksburg, Va., has issued a bulletin entitled "Nailing of Pallets." It covers research on pallet-nailing requirements and the most effective methods of nailing pallets.

GARBAGE DISPOSERS are described and illustrated in a 12-page reference guide. The booklet includes individual model specifications and close-up photos of disposers parts. In-Sink-Erator Manufacturing Co., Dept. SBS, Racine, Wis.

TRUCK REGULATORS. A pocket-size booklet gives the laws of all 48 states and the District of Columbia regulating size and weight of trucks and trailers. The 1958 edition of Truck and Trailer Size and Weight Restrictions is available from the Four Wheel Drive Auto Co., Dept. SBS, Clintonville, Wis.

INSULATING CONCRETE. A folder specifies instructions for mixing, placing, curing, sampling, inspecting, and applying Zonolite insulating

concrete. Data sheets give additional information for applying the concrete over roof decks, formboard, or wire lath. Zonolite Co., Dept. SBS, 135 La Salle Street, Chicago 3, Ill.

HARDWARE MAINTENANCE. "Maintenance and Adjustment Manual" gives 45 pages of instructive details and illustrations on the care, adjustment, and installation of door closers, locks, latches, bolts, hinges, and pivots. P. & F. Corbin, Division of the American Hardware Corp., Dept. SBS, New Britain, Conn.

WELDING SAFETY. "Safety in Welding and Cutting" is a revision of the AWS-ASA Z49 standard. The 49-page booklet covers in detail fire prevention and protection, personnel protection, health protection, ventilation, and safe handling of fuel gas and oxygen cylinders. American Welding Society, Dept. SBS, 33 West 39th Street, New York 18, N. Y.

ELECTRICAL CONTROLS. "'58 Wadsworth Guide" lists and illustrates cabinet sizes, and knockout arrangements for industrial safety switches, general - duty safety switches, service equipment, rain-tight switches, panelboards, wiring troughs, and fittings. A price list and index are included. The Wadsworth Electric Manufacturing Co., Inc., Dept. SBS, Covington, Ky.

AUTOMATIC FASTENERS. A four-page folder illustrates five Duo-Fast staples and hammer tackers used in home construction and home remodeling work. A series of photographs show the various applications in use. Fastener Corp., Dept. SBS, 3702 River Road, Franklin Park, Ill.

ASBESTOS PAINTING DATA. "Painting Asbestos - Cement Products" is a manual which discusses the types of paint that can be used on asbestos-cement, surface preparation of the material to be painted, and application procedures. Asbestos-Cement Assn., Dept. SBS, 509 Madison Avenue, New York 22, N. Y.

WROUGHT IRON COLUMNS. Versa Products Co., Dept. SBS, Lodi, Ohio, offers illustrated literature which describes the economy, charm, and simple installation of Versa heavy-duty wrought iron columns.

DOOR HARDWARE. A 12-page catalog gives operating details, illustrations, and prices of the Ventlock line of access door hardware, access doors, and damper hardware. Vent-fabrics, Inc., Dept. SBS, 640 North Kedzie Avenue, Chicago 12, Ill.

Index of Advertisers

This Advertisers' Index is published as a convenience, and not as a part of the advertising contract. Every care will be taken to index correctly. No allowance will be made for errors or failure to insert.

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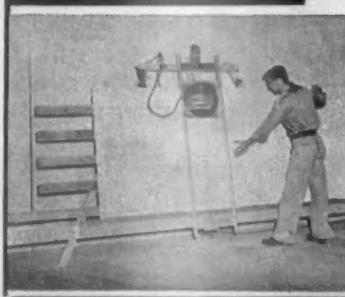
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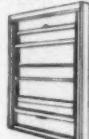
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